

June 23, 2003

File 348:EUROPEAN PATENTS 1978-2003/Jun W03

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File 349:PCT FULLTEXT 1979-2002/UB=20030619,UT=20030612

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Set	Items	Description
S1	17	AU='RASHKOVSKIY OLEG':AU='RASHKOVSKIY OLEG B'
S2	5	S1 AND ADVERTIS?

June 23, 2003

2/5/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01387308

**PROVIDING ADVERTISING WITH VIDEO GAMES**  
**BEREITSTELLUNG VON REKLAME IN VIDEOSPIELEN**  
**PLACEMENT DE PUBLICITES DANS DES JEUX VIDEO**  
PATENT ASSIGNEE:

INTEL CORPORATION, (322933), 2200 Mission College Boulevard, Santa Clara,  
CA 95052, (US), (Applicant designated States: all)

INVENTOR:

**RASHKOVSKIY, Oleg**, 19312 Greenwood Drive, Cupertino, CA 95014, (US)

LEGAL REPRESENTATIVE:

Wombwell, Francis (46021), Potts, Kerr & Co. 15, Hamilton Square,  
Birkenhead Merseyside CH41 6BR, (GB)

PATENT (CC, No, Kind, Date): EP 1284798 A2 030226 (Basic)  
WO 2001091869 011206

APPLICATION (CC, No, Date): EP 2001935704 010517; WO 2001US16224 010517

PRIORITY (CC, No, Date): US 584507 000531

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: A63F-013/10

NOTE:

No A-document published by EPO

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 020130 A2 International application. (Art. 158(1))

Application: 020130 A2 International application entering European  
phase

Application: 030226 A2 Published application without search report

Examination: 030226 A2 Date of request for examination: 20021203

LANGUAGE (Publication,Procedural,Application): English; English; English

2/5/2 (Item 2 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01372988

**DISTRIBUTING TELEVISION ADVERTISEMENTS OVER THE INTERNET**  
**VERBREITUNG VON FERNSEHWERBUNG UBER DAS INTERNET**  
**DISTRIBUTION D'ANNONCES DE TELEVISION SUR L'INTERNET**  
PATENT ASSIGNEE:

INTEL CORPORATION, (322933), 2200 Mission College Boulevard, Santa Clara,  
CA 95052, (US), (Applicant designated States: all)

INVENTOR:

**RASHKOVSKIY, Oleg**, 19312 Greenwood Drive, Cupertino, CA 95014, (US)

LEGAL REPRESENTATIVE:

Wombwell, Francis (46021), Potts, Kerr & Co. 15, Hamilton Square,  
Birkenhead Merseyside CH41 6BR, (GB)

PATENT (CC, No, Kind, Date): EP 1277147 A1 030122 (Basic)  
WO 2001084418 011108

APPLICATION (CC, No, Date): EP 2001923121 010403; WO 2001US10928 010403

PRIORITY (CC, No, Date): US 560458 000428

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/60

NOTE:

No A-document published by EPO

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 020102 A2 International application. (Art. 158(1))

Application: 020102 A2 International application entering European  
phase

June 23, 2003

Application: 030122 A1 Published application with search report  
Examination: 030122 A1 Date of request for examination: 20021114  
LANGUAGE (Publication,Procedural,Application): English; English; English

2/5/3 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00858603 \*\*Image available\*\*

**PROVIDING ADVERTISING WITH VIDEO GAMES  
PLACEMENT DE PUBLICITES DANS DES JEUX VIDEO**

Patent Applicant/Assignee:

INTEL CORPORATION, 2200 Mission College Boulevard, Santa Clara, CA 95052,  
US, US (Residence), US (Nationality), (For all designated states  
except: US)

Patent Applicant/Inventor:

**RASHKOVSKIY Oleg**, 19312 Greenwood Drive, Cupertino, CA 95014, US, US  
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

TROP Timothy N (agent), Trop, Pruner & Hu, P.C., 8554 Katy Freeway, Suite  
600, Houston, TX 77024 (et al), US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200191869 A2-A3 20011206 (WO 0191869)

Application: WO 2001US16224 20010517 (PCT/WO US0116224)

Priority Application: US 2000584507 20000531

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE

SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: A63F-013/10

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 3601

**English Abstract**

A video game may be associated with **advertising** such that when the player mouse clicks on an image element in the course of play of the game, the game play may automatically be paused in one embodiment. Once the game play is paused, an **advertising** graphical user interface may be displayed that enables the user to purchase items associated with image elements observed in the course of game play.

**French Abstract**

Selon l'invention, il est possible d'associer de la publicite a un jeu video, de sorte que pendant le cours du jeu, si le joueur dirige la souris sur un element d'image et clique sur la souris, le jeu peut, dans un mode de realisation, se mettre automatiquement en pause. Une fois le jeu en mode pause, une interface utilisateur graphique publicitaire peut s'afficher qui permet a l'utilisateur d'acheter des articles associes aux elements d'images vus pendant le cours du jeu.

Legal Status (Type, Date, Text)

Publication 20011206 A2 Without international search report and to be  
republished upon receipt of that report.

Search Rpt 20020418 Late publication of international search report

Republication 20020418 A3 With international search report.

June 23, 2003

2/5/4 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00851711

**DISTRIBUTING TELEVISION ADVERTISEMENTS OVER THE INTERNET  
DISTRIBUTION D'ANNONCES DE TELEVISION SUR L'INTERNET**

Patent Applicant/Assignee:

INTEL CORPORATION, 2200 Mission College Boulevard, Santa Clara, CA 95052,  
US, US (Residence), US (Nationality), (For all designated states  
except: US)

Patent Applicant/Inventor:

**RASHKOVSKIY Oleg**, 19312 Greenwood Drive, Cupertino, CA 95014, US, US  
(Residence), US (Nationality), (Designated only for: US

Legal Representative:

TROP Timothy N (agent), Trop, Pruner & Hu, P.C., 8554 Katy Freeway, Ste.  
100, Houston, TX 77024 (et al), US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200184418 A2 20011108 (WO 0184418)

Application: WO 2001US10928 20010403 (PCT/WO US0110928)

Priority Application: US 2000560458 20000428

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE

SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 2470

English Abstract

French Abstract

Legal Status (Type, Date, Text)

Publication 20011108 A2 With declaration under Article 17(2)(a); without  
abstract; title not checked by the International  
Searching Authority.

Examination 20020103 Request for preliminary examination prior to end of  
19th month from priority date

2/5/5 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00851033 \*\*Image available\*\*

**SYSTEM AND METHOD FOR PROVIDING CONTENT INTERRUPTIONS  
DISTRIBUTION D'INTERRUPTIONS DE CONTENU**

Patent Applicant/Assignee:

INTEL CORPORATION, 2200 Mission College Boulevard, Santa Clara, CA 95052,  
US, US (Residence), US (Nationality)

Inventor(s):

**RASHKOVSKIY Oleg**, 19312 Greenwood Drive, Cupertino, CA 95014, US,  
SHENDAR Noam, 505 Cypress Point Drive #43, Mountain View, CA 94063, US



June 23, 2003

Legal Representative:

TROP Timothy N (agent), Trop, Pruner & Hu, P.C., 8554 Katy Freeway, Ste.  
100, Houston, TX 77024 (et al), US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200184753 A2-A3 20011108 (WO 0184753)

Application: WO 2001US40419 20010329 (PCT/WO US0140419)

Priority Application: US 2000561443 20000428

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: H04H-001/00

International Patent Class: H04N-007/16

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 3316

English Abstract

Content which users may wish to receive may be distributed with interrupting content such that the use of the content on the user's receiver may be interrupted and replaced with the interrupting content. The content which the user wishes to receive may be software, audio, video, graphics or other material and the interrupting content in one embodiment of the present invention may be **advertisements**. In this way, the user's receiver may be utilized to determine when it is appropriate to interrupt the interruptible content with the interrupting content. This may provide a convenient mechanism for reduced price or free distribution of a wide variety of media currently provided only in physical form or only for free without any compensation to the content provider.

French Abstract

La presente invention permet de distribuer avec un contenu d'interruption un contenu que des utilisateurs sont susceptibles de souhaiter recevoir, de facon que l'utilisation d'un contenu sur le recepteur d'un utilisateur peut etre interrompue et remplacee par le contenu d'interruption. Le contenu que l'utilisateur est susceptible de souhaiter recevoir peut etre un contenu logiciel, audio, video, graphique ou un autre materiel et le contenu d'interruption, dans un mode de realisation de la presente invention, peut etre une annonce publicitaire. De cette maniere, on peut utiliser le recepteur d'un utilisateur pour determiner quand il est approprie d'interrompre le contenu interruptible avec le contenu d'interruption. L'invention constitue un mecanisme pratique qui permet la distribution gratuite ou a moindre cout d'une grande variete de supports qui sont actuellement distribues sous forme physique ou sous forme gratuite uniquement, sans compensation pour le fournisseur de contenu.

Legal Status (Type, Date, Text)

Publication 20011108 A2 Without international search report and to be republished upon receipt of that report.

Examination 20011213 Request for preliminary examination prior to end of 19th month from priority date

Search Rpt 20021003 Late publication of international search report

Republication 20021003 A3 With international search report.

June 23, 2003

File 344:Chinese Patents Abs Aug 1985-2003/Mar  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2003/Feb(Updated 030603)  
(c) 2003 JPO & JAPIO  
File 350:Derwent WPIX 1963-2003/UD,UM &UP=200339  
(c) 2003 Thomson Derwent

Set	Items	Description
S1	101829	AD OR ADS OR ADVERTISEMENT? OR BANNER? OR COMMERCIAL? OR A-DVERT OR SKYSCRAPER? OR ADVERTORIAL? OR INFOMERCIAL?
S2	2326065	RATE? OR RATING OR MEASUR? OR SCORE? OR SCORING OR GRADE? - OR CODE? OR CODING OR ASSESS? OR APPRAIS? OR JUDG?
S3	2629963	CONTENT? OR CHARACTER? OR MESSAG? OR SUBJECT? OR SUBSTANC?
S4	4360991	MOVIE? OR PROGRAM? OR SHOW? OR FILM? OR FLICK? OR PIC OR P-ICTURE? OR CARTOON? OR SERIES
S5	1672635	SIMILAR? OR MATCH? OR CORRESPOND? OR COMPARABL?
S6	4702	SELF()REGULAT? OR ADVERTISER?
S7	1129127	SEND? OR BROADCAST? OR TELEWISE? OR TELECAST? OR TRANSMIT?
S8	727176	TV OR TELEVISION OR CABLE? OR CATV?
S9	141	S1(3N)S2(3N)S3
S10	18	S9 AND S8
S11	71	S9 AND S4
S12	122473	S3(5N)S4
S13	18	S12 AND S11
S14	6	S11 AND S6
S15	11	S13 NOT S10
S16	3	S14 NOT (S15 OR S10)
S17	1013	S1(5N)S6
S18	86491	S2(3N)S3
S19	6	S17 AND S18
S20	3	S19 NOT (S16 OR S15 OR S10)
S21	4	S6(5N)S18
S22	2	S21 NOT (S20 OR S16 OR S15 OR S10)
S23	524	S4 AND S5 AND S1 AND S8
S24	7	S18 AND S23
S25	3	S24 NOT (S22 OR S20 OR S16 OR S15 OR S10)

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10/5/1 (Item 1 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05992273 \*\*Image available\*\*

**TELEVISION** BROADCASTING SIGNAL RECORDING AND REPRODUCING DEVICE

PUB. NO.: 10-275373 [JP 10275373 A]  
PUBLISHED: October 13, 1998 (19981013)  
INVENTOR(s): FUJITA TAKASHI  
APPLICANT(s): SANYO ELECTRIC CO LTD [000188] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 09-081465 [JP 9781465]  
FILED: March 31, 1997 (19970331)  
INTL CLASS: [6] G11B-015/087  
JAPIO CLASS: 42.5 (ELECTRONICS -- Equipment)  
JAPIO KEYWORD:R101 (APPLIED ELECTRONICS -- Video Tape Recorders, VTR); R131 (INFORMATION PROCESSING -- Microcomputers & Microprocessors)

ABSTRACT

PROBLEM TO BE SOLVED: To prevent malfunction of a CM( **commercial message** ) skip operation by **measuring** a period between events (silent parts) detected at the time of video recording, discriminating an event between a CM and a program regular section and an event between CMs and storing the event between the CM and the program regular section, a min. value of the discriminated event period and information about a program starting/ending position on a tape in a memory.

SOLUTION: When video recording is started up, a measuring result outputted by a BF(black frame) silent part period measuring part 10 and a BF-BF period measuring part 9 based on a detecting signal from a BF detecting circuit 6 and a silent part detecting circuit 7 is compared with a prescribed threshold by a CM-program regular section BF silent part discriminating part 11, and when the result is more than the threshold, this is decided to be the BF silent part period between the CM and the program regular section, and a min. period of the BF silent part period is recorded in the memory 12. The information about video recording starting/ending position on the tape is stored in the memory 12 by a VTR control part 13. By this method, at the time of reproducing, the CM skip operation without malfunction can be carried out

10/5/2 (Item 2 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05600075 \*\*Image available\*\*

**TELEVISION** RECEIVER AND RADIO RECEIVER

PUB. NO.: 09-214875 [JP 9214875 A]  
PUBLISHED: August 15, 1997 (19970815)  
INVENTOR(s): NISHIO TOSHIKI  
HAGIWARA KIYOKAZU  
WADA SATOAKI  
APPLICANT(s): MATSUSHITA ELECTRIC IND CO LTD [000582] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 08-021036 [JP 9621036]  
FILED: February 07, 1996 (19960207)  
INTL CLASS: [6] H04N-005/78; H04N-007/083; H04N-007/087; H04N-007/088  
JAPIO CLASS: 42.5 (ELECTRONICS -- Equipment); 44.6 (COMMUNICATION -- **Television** )  
JAPIO KEYWORD:R102 (APPLIED ELECTRONICS -- Video Disk Recorders, VDR); R138 (APPLIED ELECTRONICS -- Vertical Magnetic & Photomagnetic Recording)

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ABSTRACT

PROBLEM TO BE SOLVED: To selectively extract only the commercial program desirable for a user out of various kinds of commercial programs, to store this commercial program and to process the program as a data base.

SOLUTION: A **code** showing the **commercial** program and a **code** showing its attribute ( **contents** ) are described in an NTSC video signal 100, the commercial program is recognized by a CM recognizing means M1, the attribute code is extracted by a data sequence decode means M2, whether it is the commercial program matching the attribute code designated by a reserve signal 105 or not is discriminated by a discriminating means M3, and only the relevant commercial program is recorded in a video signal recording means M4.

10/5/3 (Item 3 from file: 347)

DIALOG(R)File 347:JAPIO

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04297097 \*\*Image available\*\*

METHOD FOR DETECTING DEGREE OF DETERIORATION OF **CABLE** INSULATOR

PUB. NO.: 05-288797 [JP 5288797 A]

PUBLISHED: November 02, 1993 (19931102)

INVENTOR(s): MUTO HIDEJI

MARUYAMA YOSHIO

YAMASHITA YASUHIRO

APPLICANT(s): FURUKAWA ELECTRIC CO LTD THE [000529] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 02-416365 [JP 90416365]

FILED: December 30, 1990 (19901230)

INTL CLASS: [5] G01R-031/12

JAPIO CLASS: 46.1 (INSTRUMENTATION -- Measurement); 41.5 (MATERIALS -- Electric Wires & **Cables** )

JOURNAL: Section: P, Section No. 1689, Vol. 18, No. 78, Pg. 70, February 08, 1994 (19940208)

ABSTRACT

PURPOSE: To detect the degree of deterioration of an insulator by decomposing a measured charge current to a DC component, a low-frequency component below a commercial frequency, a high-frequency component above the commercial frequency and then measuring the level and frequency of each current value.

CONSTITUTION: A commercial frequency AC voltage is applied to a conductor 1 from a terminal part 1a of a power **cable** , a charge current which flows through an insulator 2 is measured after it is decomposed into a DC component, a low-frequency component below a commercial frequency, a low-frequency component, and a high-frequency component above the **commercial** frequency, and then frequency **characteristics** are **measured** by an FFT analyzer 4. The collection data is transmitted from an analyzer 4 to a computer 5 and is compared with a database which shows the relationship between the charge current value which is stored in the computer 5 previously and the degree of deterioration of insulator, thus measuring the degree of deterioration and detecting the degree of deterioration of the insulator by detecting a water tree even under an environment for generating a stray current.

10/5/4 (Item 4 from file: 347)

DIALOG(R)File 347:JAPIO

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03566697 \*\*Image available\*\*

COMMERCIAL INFORMATION DISCRIMINATING DEVICE

June 23, 2003

PUB. NO.: 03-229597 [JP 3229597 A]  
PUBLISHED: October 11, 1991 (19911011)  
INVENTOR(s): SAKAZAKI YOSHIHISA  
KIMURA JIYUNKO  
APPLICANT(s): TOSHIBA CORP [000307] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 02-024351 [JP 9024351]  
FILED: February 05, 1990 (19900205)  
INTL CLASS: [5] H04N-017/00  
JAPIO CLASS: 44.6 (COMMUNICATION -- **Television** )  
JAPIO KEYWORD: R101 (APPLIED ELECTRONICS -- Video Tape Recorders, VTR)  
JOURNAL: Section: E, Section No. 1152, Vol. 16, No. 8, Pg. 89, January  
10, 1992 (19920110)

ABSTRACT

PURPOSE: To raise precision for detecting a commercial message up to a level capable of being offered for practical use by calculating a numerical value showing probability that a program is the **commercial message** by **judging** collectively every output of a detecting means and a time measuring means.

CONSTITUTION: When a user operates a reset switch 18 into ON state at the optional point t1 of time when he watches a picture and recognizes that the commercial message is on the air, a signal P4 which has a peak value to increase successively at the intervals of 15min (=a) is outputted from the time measurement circuit 16. A degree calculation circuit 15 executes arithmetic operation on the basis of the output signal P3 of a stereo broadcasting detection circuit 14 and the output signal P4 of the time measurement circuit 16, and generates a CM probability signal Q1. This CM probability signal Q1 is supplied to a decision circuit 17, and if it exceeds a prescribed threshold level S1, a reset signal R is generated, and the time measurement circuit 16 is reset

10/5/5 (Item 5 from file: 347)

DIALOG(R) File 347:JAPIO

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02960668 \*\*Image available\*\*  
RECORDING AND REPRODUCING DEVICE

PUB. NO.: 01-258268 [JP 1258268 A]  
PUBLISHED: October 16, 1989 (19891016)  
INVENTOR(s): HARA MASAMI  
APPLICANT(s): TOSHIBA CORP [000307] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 63-086623 [JP 8886623]  
FILED: April 08, 1988 (19880408)  
INTL CLASS: [4] G11B-020/04; H03G-003/20  
JAPIO CLASS: 42.5 (ELECTRONICS -- Equipment); 42.4 (ELECTRONICS -- Basic  
Circuits); 44.6 (COMMUNICATION -- **Television** ); 46.1  
(INSTRUMENTATION -- Measurement  
JOURNAL: Section: P, Section No. 987, Vol. 14, No. 8, Pg. 147, January  
10, 1990 (19900110)

ABSTRACT

PURPOSE: To improve the efficiency and quality of a **commercial message** sending system, etc., by **measuring** the level characteristics of an input signal automatically at the time of recording, recording the measuring value together with the input signal and performing an automatic adjustment in response to the recorded measuring value at the time of reproducing.

CONSTITUTION: A reproducing device consisting of such master materials as a disk 11, a data base 12 and a tape 13, etc., is considered as a signal

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source, which is given to an automatic measuring instrument 14, so as to automatically measure the level characteristics of the input signal. This measuring value and its corresponding input signal are recorded with a classification code into a recording device 15. The information recorded in the device 15 is reproduced as occasion demands, and the level characteristics of the regenerative signal is automatically adjusted in accordance with the measuring value by an automatic adjuster 17. By this method, an appropriate output signal can be reproduced without depending upon the quality of the input signal. In addition, since the level characteristics of the output signal can automatically be adjusted from the beginning of the reproducing, no transient takes place in the appropriate output signal, thus improving the efficiency and quality

10/5/6 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014895853 \*\*Image available\*\*

WPI Acc No: 2002-716559/200278

XRPX Acc No: N02-565310

**Program content and commercial message recording method for TV broadcast, involves acquiring edited data, after judging whether commercial message is reproduced within specific time**

Patent Assignee: SHARP KK (SHAF )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002251157	A	20020906	JP 200148812	A	20010223	200278 B

Priority Applications (No Type Date): JP 200148812 A 20010223

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2002251157	A		13	G09F-019/00	

Abstract (Basic): JP 2002251157 A

NOVELTY - The identification number, editing information and reproduction time of a commercial message are acquired. The commercial message is reproduced for a prescribed time and edited based on the acquired commercial message information. The edited data is acquired, after **judging** whether the **commercial message** is reproduced within the prescribed time.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) Program content and commercial message transmission method;
- (2) Program content and commercial message recording device;
- (3) Program content and commercial message delivery device; and
- (4) Recorded medium storing program content and commercial message recording program.

USE - For recording program content and commercial message used in **TV broadcast**.

ADVANTAGE - The commercial message of user's preference is acquired and transmitted to user efficiently. Also the skipping of commercial message is prevented, thereby the newest commercial messages are viewed by the user reliably and the data acquisition efficiency is improved.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of program content and commercial message recording and transmission device. (Drawing includes non-English language text).

pp; 13 DwgNo 3/12

Title Terms: PROGRAM; CONTENT; COMMERCIAL; MESSAGE; RECORD; METHOD;

**TELEVISION** ; BROADCAST; ACQUIRE; EDIT; DATA; AFTER; JUDGEMENT; COMMERCIAL ; MESSAGE; REPRODUCE; SPECIFIC; TIME

Derwent Class: P85; T01; W02

International Patent Class (Main): G09F-019/00

International Patent Class (Additional): G06F-017/60; H04H-001/02;

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H04H-001/08

File Segment: EPI; EngPI

10/5/7 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014593682 \*\*Image available\*\*

WPI Acc No: 2002-414386/200244

XRPX Acc No: N02-325810

**Interactive delivery system operating method for commercial advertisement broadcasting, involves transmitting interactive control information to network device relevant to requested message to present interactive display**

Patent Assignee: GROSSMAN A S (GROS-I)

Inventor: GROSSMAN A S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020032906	A1	20020314	US 2000209081	P	20000602	200244 B
			US 2001872921	A	20010602	

Priority Applications (No Type Date): US 2000209081 P 20000602; US 2001872921 A 20010602

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

US 20020032906 A1 13 G06F-003/00 Provisional application US 2000209081

Abstract (Basic): US 20020032906 A1

NOVELTY - A request for a commercial message is received from a network device and the requested message is transmitted to the device. An interactive control information associated with the requested message is transmitted to the network device to present an interactive display to a user.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for network device operating method.

USE - For operating interactive information delivery system used in commercial advertisement broadcasting through bidirectional communication devices e.g. WAP device, cable set top boxes, internet appliances, satellite TV.

ADVANTAGE - Provides cost effective system for the advertisers to target the commercials to the viewers and measuring effectiveness of commercial messages.

DESCRIPTION OF DRAWING(S) - The figure shows the web page layout provided for to the user, by the interactive delivery system.

pp; 13 DwgNo 7/7

Title Terms: INTERACT; DELIVER; SYSTEM; OPERATE; METHOD; COMMERCIAL; ADVERTISE; BROADCAST; TRANSMIT; INTERACT; CONTROL; INFORMATION; NETWORK; DEVICE; RELEVANT; REQUEST; MESSAGE; PRESENT; INTERACT; DISPLAY

Derwent Class: T01; W01; W02; W03

International Patent Class (Main): G06F-003/00

International Patent Class (Additional): G06F-013/00; H04N-005/445;

H04N-007/10; H04N-007/16; H04N-007/25

File Segment: EPI

10/5/8 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014560865 \*\*Image available\*\*

WPI Acc No: 2002-381568/200241

XRPX Acc No: N02-298579

**Audio visual signal recorder/player apparatus e.g. video tape recorder detects commercial message in broadcast signal using one of detected**

June 23, 2003

**sound absence period, audio mode and distance between scene changing points as parameter**

Patent Assignee: SONY CORP (SONY ); OHTA M (OHTA-I); SUITO T (SUIT-I)

Inventor: OHTA M; SUITO T

Number of Countries: 003 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020015574	A1	20020207	US 2001903163	A	20010711	200241 B
JP 2002027401	A	20020125	JP 2000212297	A	20000713	200241
KR 2002007169	A	20020126	KR 200141467	A	20010711	200252

Priority Applications (No Type Date): JP 2000212297 A 20000713

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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US 20020015574	A1		24	H04N-005/76	
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JP 2002027401	A		12	H04N-005/91	
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KR 2002007169	A			H04N-005/76	
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Abstract (Basic): US 20020015574 A1

NOVELTY - Detectors (38,33) detect a sound absence period and an audio mode of an audio signal included in TV broadcast signal respectively and the distance between the detected scene changing points of video signal is **measured**. A detector (34) detects **commercial message** (CM) in the broadcast signal by using any one of the detected sound absence period, audio mode and distance between scene changing points as a parameter.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) Broadcast signal recording and playback method;

(b) Computer readable recorded medium storing program for recording **television** broadcast signal

USE - AV signal recording and playback apparatus such as video tape recorder.

ADVANTAGE - Detects CM included in the **television** broadcast signal with certainty and without an error. Since the AV signal recording and playback apparatus performs CM detection prior to start of recording of the AV signal, a detection miss of a CM is prevented.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of audio-video (AV) signal recording and playback apparatus.

Detectors (33,34,38)

pp; 24 DwgNo 3/18

Title Terms: AUDIO; VISUAL; SIGNAL; RECORD; PLAY; APPARATUS; VIDEO; TAPE;

RECORD; DETECT; COMMERCIAL; MESSAGE; BROADCAST; SIGNAL; ONE; DETECT;

SOUND; ABSENCE; PERIOD; AUDIO; MODE; DISTANCE; SCENE; CHANGE; POINT;

PARAMETER

Derwent Class: T01; W04

International Patent Class (Main): H04N-005/76; H04N-005/91

International Patent Class (Additional): H04N-007/00

File Segment: EPI

10/5/9 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014496410 \*\*Image available\*\*

WPI Acc No: 2002-317113/200236

XRPX Acc No: N02-248258

**Digital contents advertisement display system for digital TV broadcasting, corrects advertisement tenant in contents functioning as advertising medium, with respect to the highest bidding sponsor**

Patent Assignee: FUJITSU LTD (FUIT ); ARAI M (ARAI-I); KITAGAWA E (KITA-I)

Inventor: ARAI M; KITAGAWA E

Number of Countries: 028 Number of Patents: 003

Patent Family:



June 23, 2003

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1168210	A1	20020102	EP 2000311434	A	20001220	200236 B
US 20020002525	A1	20020103	US 2000736374	A	20001215	200236
JP 2002015217	A	20020118	JP 2000198544	A	20000630	200236

Priority Applications (No Type Date): JP 2000198544 A 20000630

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 1168210	A1	E	22	G06F-017/60	
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT					
LI LT LU LV MC MK NL PT RO SE SI TR					
US 20020002525	A1			G06F-017/60	
JP 2002015217	A		12	G06F-017/60	

Abstract (Basic): EP 1168210 A1

NOVELTY - An advertisement tenant bidding unit (2) allows a sponsor to bid for an advertisement tenant included in contents distributed to sponsors. A determining unit (3) determines the sponsor that has the highest bid **rate**. A **contents** creation unit (4) corrects **advertisement** tenant based on the request from that sponsor. A contents distributor (5) distributes corrected contents which function as an advertising medium.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) Computer readable recording medium storing contents advertisement display program;

(b) Content advertisement display program

USE - In Internet and digital **TV** broadcasting for providing advertisement for advertisement tenant such as car and artificial creature, within the distributed digital contents such as games, dramas, animated cartoon character, **TV** program.

ADVANTAGE - Allows an advertisement sponsor and a contents creator to directly deal with each other using this auction technique, with reduced advertising cost. Contents distributor realizes an appropriate income for the advertisement. The bidding price of an advertisement sponsor is earmarked for a part of the distribution fee of the contents such that the general audience receives the contents at a relatively low price.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the digital contents advertisement digital system using auction.

Advertisement tenant bidding unit (2)

Sponsor determining unit (3)

Contents creation unit (4)

Contents distributor (5)

pp; 22 DwgNo 1/11

Title Terms: DIGITAL; CONTENT; ADVERTISE; DISPLAY; SYSTEM; DIGITAL;

**TELEVISION** ; BROADCAST; CORRECT; ADVERTISE; CONTENT; FUNCTION; ADVERTISE; MEDIUM; RESPECT; HIGH; BID

Derwent Class: T01; W02; W05

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G07F-017/40

File Segment: EPI

10/5/10 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014112447 \*\*Image available\*\*

WPI Acc No: 2001-596659/200167

XPX Acc No: N01-444868

**Ensuring reliable delivery of interactive content to a local subsystem using interactive content codes or content placed in a determined portion of the video**

Patent Assignee: WINK COMMUNICATIONS INC (WINK-N)

June 23, 2003

Inventor: DEL SESTO E E; MCCULLOUGH C; MICHEL C; TRAVAILLE T

Number of Countries: 094 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200158159	A1	20010809	WO 2001US3591	A	20010202	200167 B
AU 200134801	A	20010814	AU 200134801	A	20010202	200173
EP 1269750	A1	20030102	EP 2001906961	A	20010202	200310
			WO 2001US3591	A	20010202	

Priority Applications (No Type Date): US 2001754650 A 20010103; US 2000179825 P 20000202

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200158159 A1 E 37 H04N-007/16

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200134801 A H04N-007/16 Based on patent WO 200158159

EP 1269750 A1 E H04N-007/16 Based on patent WO 200158159

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR

Abstract (Basic): WO 200158159 A1

NOVELTY - An interactive content preparer embeds interactivity at a video source (201) which is provided to a broadcast facility (224) and the content is stored in a blanking interval of a program or **advertisement**. The interactive **content codes** are detected by a detector (204) before transmission to the broadcast hardware (216) and the data are inserted into the blanking interval by a data insertion unit (208) controlled by a broadcast server (206).

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for a system and method for providing interactive content.

USE - Synchronization and customization of interactive content in interactive **TV**.

DESCRIPTION OF DRAWING(S) - The drawing is a block diagram of the system

Video source (201)  
Broadcast facility (224)  
Data insertion unit (208)  
Broadcast server (206)  
Content detector (204)  
pp; 37 DwgNo 2/8

Title Terms: ENSURE; RELIABILITY; DELIVER; INTERACT; CONTENT; LOCAL; SUBSYSTEM; INTERACT; CONTENT; CODE; CONTENT; PLACE; DETERMINE; PORTION; VIDEO

Derwent Class: W02

International Patent Class (Main): H04N-007/16

International Patent Class (Additional): H04N-007/173

File Segment: EPI

10/5/11 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014110653 \*\*Image available\*\*

WPI Acc No: 2001-594865/200167

Related WPI Acc No: 2000-337965

XRPX Acc No: N01-443192

A control system for exercise machine e.g. stationary bicycle, has communication link connecting microcomputer in exercise machine to remotely located central office or computer

June 23, 2003

Patent Assignee: SHEA M J (SHEA-I)

Inventor: SHEA M J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6171218	B1	20010109	US 95493541	A	19950622	200167 B
			US 97869166	A	19970604	
			US 99329355	A	19990610	

Priority Applications (No Type Date): US 95493541 A 19950622; US 97869166 A 19970604; US 99329355 A 19990610

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 6171218	B1	16	A63B-021/00	Div ex application US 95493541 Cont of application US 97869166

Abstract (Basic): US 6171218 B1

NOVELTY - A communication link connects the transmitter (214) and the receiver (216) of a microcomputer (202) in an exercise machine to a remotely located central office. The link is in the form of e.g. a telephone line, a radio frequency RF link, a coaxial **cable**, an optical fiber, and transmits data e.g. exercise programs, between the microcomputer and the central office.

DETAILED DESCRIPTION - A display (208), a ROM (204), and a NVRAM (206) are connected to the microcomputer. The display shows the data e.g. exercise programs, coming from the memories in the central office or from the NVRAM or ROM. The communication link also transmits other data e.g. text messages, sports and weather news, stock market prices.

USE - For controlling exercise machine e.g. stationary bicycle, stair climber, rowing machine, treadmill, weight machine, according to prescribed or selected exercise program.

ADVANTAGE - Data e.g. exercise program, can be downloaded from memory of remotely located computer or central office to exercise machine. Widens range of exercise programs to be selected and used by exerciser. Allows uploading of data to central office to monitor use of exercise machine as well as selection of exercise programs. Enables transmission of other data e.g. text **messages**, sports **scores**, news headlines, stock market prices, **advertisements**, weather reports, between central office and exercise machine, especially when exerciser uses machine.

DESCRIPTION OF DRAWING(S) - The figure shows the schematic diagram of a control system built in a stationary bicycle.

Microcomputer (202)

ROM (204)

NVRAM (206)

Display (208)

Transmitter (214)

Receiver (216)

pp; 16 DwgNo 6/9

Title Terms: CONTROL; SYSTEM; EXERCISE; MACHINE; STATIONARY; BICYCLE;  
COMMUNICATE; LINK; CONNECT; MICROCOMPUTER; EXERCISE; MACHINE; REMOTE;  
LOCATE; CENTRAL; OFFICE; COMPUTER

Derwent Class: P36; T01; W04

International Patent Class (Main): A63B-021/00

File Segment: EPI; EngPI

10/5/12 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013691435 \*\*Image available\*\*

WPI Acc No: 2001-175659/200118

XRPX Acc No: N01-127541

Commercial recording device in television broadcasting or radio

June 23, 2003

**broadcasting, detects commercial position corresponding to commercial message time of judged silent portion and predefined silent portion**

Patent Assignee: NEC CORP (NIDE )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001008157	A	20010112	JP 99173967	A	19990621	200118 B

Priority Applications (No Type Date): JP 99173967 A 19990621

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2001008157	A	7	H04N-005/91	

Abstract (Basic): JP 2001008157 A

NOVELTY - Audio data required for speech processing, being extracted from received broadcast data is stored. Judging unit (400) judges silent portion of stored audio data. Specification unit (500) detects **commercial** position relative to **commercial message** time of **judged** silent portion and preset silent portion. **Commercial message** memory (600) stores broadcast data of specified detected position as commercial broadcast data.

USE - For commercial recording in **television** broadcasting or radio broadcasting.

ADVANTAGE - Silent portion detection and the commercial message position can be performed simply and efficiently without using complicated video processing.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of commercial recording device.

Judging unit (400)

Specification unit (500)

Commercial message memory (600)

pp; 7 DwgNo 1/4

Title Terms: COMMERCIAL; RECORD; DEVICE; **TELEVISION** ; BROADCAST; RADIO; BROADCAST; DETECT; COMMERCIAL; POSITION; CORRESPOND; COMMERCIAL; MESSAGE; TIME; JUDGEMENT; SILENT; PORTION; PREDEFINED; SILENT; PORTION

Derwent Class: W04

International Patent Class (Main): H04N-005/91

International Patent Class (Additional): H04H-007/04

File Segment: EPI

10/5/13 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013242379 \*\*Image available\*\*

WPI Acc No: 2000-414261/200036

XRPX Acc No: N00-309517

**Video recorder apparatus for processing TV signal and detecting commercial presence in TV signal involves judging if commercial candidate section has various characteristics of commercials and adds preset value to value based on result**

Patent Assignee: SONY CORP (SONY )

Inventor: MIYATA K; OHTA M; SUITO T

Number of Countries: 030 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1006685	A2	20000607	EP 99123701	A	19991129	200036 B
JP 2000165806	A	20000616	JP 98339272	A	19981130	200036
CN 1256588	A	20000614	CN 99122838	A	19991130	200048
KR 2000035766	A	20000626	KR 9953688	A	19991130	200111
US 20020054242	A1	20020509	US 99447496	A	19991123	200235
			US 200122419	A	20011220	
TW 465239	A	20011121	TW 99120734	A	19991126	200248
US 6459735	B1	20021001	US 99447496	A	19991123	200268

June 23, 2003

Priority Applications (No Type Date): JP 98339272 A 19981130

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 1006685	A2	E	50	H04H-009/00	
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT					
LI LT LU LV MC MK NL PT RO SE SI					
JP 2000165806	A		16	H04N-005/91	
CN 1256588	A			H04N-005/76	
KR 2000035766	A			G11B-015/02	
US 20020054242	A1			H04N-005/14	Div ex application US 99447496
TW 465239	A			H04N-005/76	
US 6459735	B1			H04N-007/12	

Abstract (Basic): EP 1006685 A2

NOVELTY - The apparatus determines the **characteristics** of the **commercial** candidate section and **judges** if this section is a commercial based on the characteristics (3). It determines a frequency of the scene changes, and calculates the periodicity in the commercial candidate section. It determines a degree of continuity of the periodicity of the audio signal and determines the repetition of the video signal.

DETAILED DESCRIPTION - Independent claims describe an apparatus for processing a **television** signal and a method for the same.

USE - As an apparatus for processing a **television** signal and for detecting the presence of commercials in the **television** signal.

ADVANTAGE - Reduces or eliminates the need to view commercials when reproducing previously recorded **television** broadcasts.

DESCRIPTION OF DRAWING(S) - The drawing shows a block diagram showing the video recorder with the present apparatus applied. . . . the commercial detection circuit (3)

pp; 50 DwgNo 1/29

Title Terms: VIDEO; RECORD; APPARATUS; PROCESS; **TELEVISION** ; SIGNAL; DETECT; COMMERCIAL; PRESENCE; **TELEVISION** ; SIGNAL; JUDGEMENT; COMMERCIAL ; CANDIDATE; SECTION; VARIOUS; CHARACTERISTIC; ADD; PRESET; VALUE; VALUE; BASED; RESULT

Derwent Class: W04

International Patent Class (Main): G11B-015/02; H04H-009/00; H04N-005/14; H04N-005/76; H04N-005/91; H04N-007/12

International Patent Class (Additional): G11B-015/02

File Segment: EPI

10/5/14 (Item 9 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013221247 \*\*Image available\*\*

WPI Acc No: 2000-393121/200034

XRPX Acc No: N00-295017

**Commercial message viewing and listening evaluation system analyses commercial message viewing and listening information and purchase information of goods corresponding to broadcast commercial message**

Patent Assignee: DD MARKETING YG (DDMA-N)

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2000134167	A	20000512	JP 98306148	A	19981027	200034 B
JP 3056720	B2	20000626	JP 98306148	A	19981027	200035

Priority Applications (No Type Date): JP 98306148 A 19981027

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2000134167	A		23	H04H-009/00	
JP 3056720	B2		20	H04H-009/00	Previous Publ. patent JP 2000134167

June 23, 2003

Abstract (Basic): JP 2000134167 A

NOVELTY - A purchase information detector collects purchase information of goods corresponding to the broadcast commercial message from user. An evaluation apparatus (2) analyses commercial message viewing and listening information and purchase information and outputs analysis result.

DETAILED DESCRIPTION - Commercial message detector (3) detects the audio of specific commercial message broadcast in TV or radio receiver and outputs commercial message viewing and listening information to evaluation apparatus (2).

USE - For evaluating commercial message broadcast in TV receiver or radio receiver.

ADVANTAGE - Commercial message audience rating can be evaluated correctly by analyzing relationship of purchase information and commercial message viewing and listening information.

DESCRIPTION OF DRAWING(S) - The figure shows the entire component of a commercial message viewing and listening evaluation system.

Evaluation apparatus (2)

Commercial message viewing and listening information detector (3)  
pp; 23 DwgNo 1/8

Title Terms: COMMERCIAL; MESSAGE; VIEW; LISTENER; EVALUATE; SYSTEM; ANALYSE  
; COMMERCIAL; MESSAGE; VIEW; LISTENER; INFORMATION; PURCHASE; INFORMATION  
; GOODS; CORRESPOND; BROADCAST; COMMERCIAL; MESSAGE

Derwent Class: W02; W03

International Patent Class (Main): H04H-009/00

International Patent Class (Additional): H04N-005/44; H04N-017/00

File Segment: EPI

10/5/15 (Item 10 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013098573 \*\*Image available\*\*

WPI Acc No: 2000-270445/200023

XRFX Acc No: N00-202531

Advertisement selection method using world wide web files for TV programs, user feedback media, involves determining affinity measures between content and advertisement data based on their similarity measures

Patent Assignee: IMGIS INC (IMGI-N)

Inventor: KURTZMAN S J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6044376	A	20000328	US 97847778	A	19970424	200023 B

Priority Applications (No Type Date): US 97847778 A 19970424

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6044376	A		10	G06F-017/30	

Abstract (Basic): US 6044376 A

NOVELTY - The similarity measures between content and advertisement data structures are determined by calculating dot vector products between them. The dot vector products are multiplied by decay factor. In response to the similarity measures, the affinity measures between content and advertisement data are measured. An advertisement from the file is presented to consumer in response to the affinity measures.

DETAILED DESCRIPTION - The content data structure indicating features of content having particular characteristic is created from input content data. The advertisement data structure which indicate features of the advertisement in the file is created from input advertisement data.

June 23, 2003

USE - For selecting advertisements using world wide web files for TV programs and other forms of user feedback media.

ADVANTAGE - Due to development of interactive television and automated voice recognition and transcription systems, user can select kind of commercials easily.

DESCRIPTION OF DRAWING(S) - The figure shows the flow chart for determining affinity measure.

pp; 10 DwgNo 6/9

Title Terms: ADVERTISE; SELECT; METHOD; WORLD; WIDE; WEB; FILE; TELEVISION  
; PROGRAM; USER; FEEDBACK; MEDIUM; DETERMINE; AFFINITY; MEASURE; CONTENT;  
ADVERTISE; DATA; BASED; SIMILAR; MEASURE

Derwent Class: T01

International Patent Class (Main): G06F-017/30

File Segment: EPI

10/5/16 (Item 11 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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012514116 \*\*Image available\*\*

WPI Acc No: 1999-320222/199927

XRPX Acc No: N99-240436

Channel selection control system for use during commercial message broadcast in TV - cancels channel change request given by user when commercial message is broadcasted during program broadcasting

Patent Assignee: SANYO ELECTRIC CO LTD (SAOL )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 11112903	A	19990423	JP 97266724	A	19970930	199927 B

Priority Applications (No Type Date): JP 97266724 A 19970930

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

JP 11112903 A 4 H04N-005/445

Abstract (Basic): JP 11112903 A

NOVELTY - Channel change request made by user is denied when the channel broadcast commercial message during program broadcasting.

DETAILED DESCRIPTION - Broadcast program is judged for commercial message when user requests for channel change. When the channel is transmitting commercial message and user requests for channel change then change impossible warning is displayed and the user requested channel display is stopped. The broadcast program is continued when channel modification command is canceled or predetermined time elapses or the program gets completed. The user requested channel is then displayed, after the completion of presently broadcasted program, when the channel request is not canceled, after predefined time elapse.

USE - For use during commercial message broadcast in TV .

ADVANTAGE - Prevention of channel change during commercial message broadcasting is possible hence improves gain to broadcasting person.

DESCRIPTION OF DRAWING(S) - The figure depicts the block diagram of digital television broadcasting receiver.

Dwg.1/3

Title Terms: CHANNEL; SELECT; CONTROL; SYSTEM; COMMERCIAL; MESSAGE;  
BROADCAST; TELEVISION ; CANCEL; CHANNEL; CHANGE; REQUEST; USER;  
COMMERCIAL; MESSAGE; PROGRAM; BROADCAST

Derwent Class: W02; W03

International Patent Class (Main): H04N-005/445

International Patent Class (Additional): H04N-005/44; H04N-007/167

File Segment: EPI

10/5/17 (Item 12 from file: 350)

June 23, 2003

DIALOG(R)File 350:Derwent WPIX  
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011537635 \*\*Image available\*\*  
WPI Acc No: 1997-514116/199748  
XRPX Acc No: N97-427616

**Satellite television stationary advertisement broadcasting method -  
classifying and sorting all stationary advertisement according to  
content , applying code and encoding for transmission to satellite,,  
retransmitting to ground for reception, decoding, and re-broadcasting**  
Patent Assignee: HUANG J (HUAN-I)

Inventor: HUANG J.

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
CN 1125878	A	19960703	CN 94113343	A	19941230	199748 B

Priority Applications (No Type Date): CN 94113343 A 19941230

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
CN 1125878	A	2	G09F-027/00	

Abstract (Basic): CN 1125878 A

The method for broadcasting stationary advertisement by satellite  
**TV** system involves classifying and sorting all the stationary  
according to contents. Each class is preceded with a code and then  
encoded.

An advertisement picture carried by a number is transmitted to  
satellite and then retransmitted to ground. The advertisement is  
received by a receiver with a decoder, decoded and re-broadcast.

ADVANTAGE - One satellite **TV** channel serves as more channels.

Dwg.1/1

Title Terms: SATELLITE; **TELEVISION** ; STATIONARY; ADVERTISE; BROADCAST;  
METHOD; CLASSIFY; SORT; STATIONARY; ADVERTISE; ACCORD; CONTENT; APPLY;  
CODE; ENCODE; TRANSMISSION; SATELLITE; RETRANSMISSION; GROUND; RECEPTION;  
DECODE; BROADCAST

Derwent Class: P85; W02

International Patent Class (Main): G09F-027/00

File Segment: EPI; EngPI

10/5/18 (Item 13 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
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004708617  
WPI Acc No: 1986-211959/198632  
XRPX Acc No: N86-158212

**CATV display targetted profile method - creating selection profile in  
advance of transmission and being variable from head end**

Patent Assignee: ACTV INC (ACTV-N)

Inventor: FREEMAN M J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 4602279	A	19860722	US 84591862	A	19840321	198632 B

Priority Applications (No Type Date): US 84591862 A 19840321

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 4602279	A	14		

Abstract (Basic): US 4602279 A

An interactive information output is provided over a common output  
channel from several remotely transmitted different information inputs.



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The method interactively selects in real time one of several **messages**, such as **television commercials** or game **scores**, based upon the selection profile. Multiple users of a one-way **television** signal distribution network obtain an individualised or tailored program information content for a **television** programming sequence.

The selection profile may be created in advance of transmission of the **television** program or commercial or during transmission of a given program and may be varied from the head end.

USE - Interactive **cable tv** systems. (14pp Dwg.No.0/6)

Title Terms: **CATV**; DISPLAY; TARGET; PROFILE; METHOD; SELECT; PROFILE; ADVANCE; TRANSMISSION; VARIABLE; HEAD; END

Index Terms/Additional Words: INTERACT

Derwent Class: W02

International Patent Class (Additional): H04N-007/10

File Segment: EPI

June 23, 2003

15/5/1 (Item 1 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2003 JPO & JAPIO. All rts. reserv.

07250222 \*\*Image available\*\*  
PORTABLE COMMUNICATION TERMINAL

PUB. NO.: 2002-118680 [JP 2002118680 A]  
PUBLISHED: April 19, 2002 (20020419)  
INVENTOR(s): SHIGEKUSA HISASHI  
HARA YOSHIHIRO  
KUWABARA KEN  
APPLICANT(s): DENSO CORP  
APPL. NO.: 2000-306100 [JP 2000306100]  
FILED: October 05, 2000 (20001005)  
INTL CLASS: H04M-011/00; G06F-013/00; H04M-001/00; H04M-001/2755;  
H04M-001/725; H04M-003/42; H04M-003/487

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a portable communication terminal by which a user can easily be connected to a connection destination irrespective of a connection form.

SOLUTION: When an advertisement client 1 registers information on an advertisement in an information center 2, the information center 2 gives advertisement **content** identification information including connection information **showing** the connection destination and the connection form (URL of a Web site in a WWW server 3, free dial and the like) to the advertisement client 1. The advertisement client 1 requests an advertiser 5 to print a QR code 4 **showing advertisement content** identification information on an **advertisement** medium 6. When the user viewing the advertisement is to learn information on the advertisement, the QR code 4 is photographed by the portable telephone set 7 provided with a photographing function. Since the portable telephone set 7 accesses the information center 2 based on connection information in the QR code 4, the user can obtain information on the advertisement by easily accessing the information center 2 irrespective of the connection form.

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15/5/2 (Item 2 from file: 347)  
DIALOG(R)File 347:JAPIO  
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06915290 \*\*Image available\*\*  
METHOD AND DEVICE FOR CONTROLLING NUMBER OF TIMES OF **CONTENTS** DISPLAY AND **PROGRAM** RECORDING MEDIUM THEREFOR

PUB. NO.: 2001-142826 [JP 2001142826 A]  
PUBLISHED: May 25, 2001 (20010525)  
INVENTOR(s): OMORI NOBUYUKI  
MORI DAIJIRO  
INAGAKI HIROTO  
TANAKA KAZUO  
APPLICANT(s): NIPPON TELEG & TELEPH CORP (NTT)  
APPL. NO.: 11-327843 [JP 99327843]  
FILED: November 18, 1999 (19991118)  
INTL CLASS: G06F-013/00; G06F-017/30; G09G-005/00

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide an accurate display time control function of high advertisement effect, which has not been able to be provided by conventional display time control for **advertisement contents**.

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SOLUTION: The primary **score** is calculated for ranking contents for every content to be a distribution object. On the other hand, a target distribution number (target click number), which is the target value of the total of the number of times of distribution (click number) from the start of distribution to the present time point, is calculated. A difference between the real distribution number (real click number) from the distribution start to the present time point and the target distribution number (target click number) is calculated, a correction value for correcting the primary score is calculated by this difference, and the secondary score is found by correcting the primary score. The contents to be distributed are selected by this secondary score. Besides, the pattern of any arbitrary form can be set as the target value at each time during a contents distribution period.

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15/5/3 (Item 3 from file: 347)

DIALOG(R)File 347:JAPIO

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03342896 \*\*Image available\*\*  
GRAPHIC DISPLAY DEVICE

PUB. NO.: 03-005796 [JP 3005796 A]  
PUBLISHED: January 11, 1991 (19910111)  
INVENTOR(s): ICHIKI HAJIME  
OYANAGI NORIO  
APPLICANT(s): DIGITAL KK [491412] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 01-139932 [JP 89139932]  
FILED: June 01, 1989 (19890601)  
INTL CLASS: [5] G09G-005/40; G09G-005/00; G09G-005/14  
JAPIO CLASS: 44.9 (COMMUNICATION -- Other)  
JAPIO KEYWORD: R004. (PLASMA)  
JOURNAL: Section: P, Section No. 1181, Vol. 15, No. 115, Pg. 145,  
March 19, 1991 (19910319)

#### ABSTRACT

PURPOSE: To reduce burden on a user by starting or interrupting the display of flow of a character string in accordance with state information sent from a host computer.

CONSTITUTION: State information MD sent from an external circuit is successively written in a prescribed address of a state information storage means 61, and its value is changed with time. A system control means 63 successively reads out a display change processing word W from a data storage means 6 and decodes it and reads out corresponding state information MD from the state information storage means 61 based on address data AD. When it is judged that **character** strings should be displayed, a display data D is read out and a **picture** display part 64 generates a **series** of **character** strings based on display data D to display the flow on a prescribed area of a base **picture**, and there after, the **picture** display part 64 stops the flow display at the time of inversion of the value of state information MD. Thus, it is unnecessary for the user to be skillful in generation of control command, and the burden is reduced.

15/5/4 (Item 4 from file: 347)

DIALOG(R)File 347:JAPIO

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02541396 \*\*Image available\*\*

June 23, 2003

HAIR LINE OR PRINT PROCESSING OF DISPLAY PANEL

PUB. NO.: 63-158296 [JP 63158296 A]  
PUBLISHED: July 01, 1988 (19880701)  
INVENTOR(s): WARASHINA MASAYUKI  
KOYAIZU MASAYUKI  
APPLICANT(s): KOITO MFG CO LTD [000113] (A Japanese Company or Corporation)  
, JP (Japan)  
APPL. NO.: 61-305500 [JP 86305500]  
FILED: December 23, 1986 (19861223)  
INTL CLASS: [4] B41M-007/00  
JAPIO CLASS: 29.4 (PRECISION INSTRUMENTS -- Business Machines); 14.2  
(ORGANIC CHEMISTRY -- High Polymer Molecular Compounds)  
JOURNAL: Section: M, Section No. 761, Vol. 12, No. 424, Pg. 34,  
November 10, 1988 (19881110)

ABSTRACT

PURPOSE: To enable hair line processing which leaves part of a base surface or metallic color print on a light-transmitting resin substrate precisely and easily and make the processing less costly by applying removable ink to an unprocessed surface as a mask and performing a desired processing.

CONSTITUTION: A removable ink layer 3 is formed by applying removable ink on a base 1 with the held of any appropriate printing means such as silk screen printing. An ordinary ink layer 4 is formed on the entire surface including the ink surface of the removable ink layer 3 by properly printing with an ordinary ink. A **commercial - grade** hair line film 5 is **subjected** to hot stamp working process using a thermal roller 6 which presses said film against the ink surface of the ordinary ink layer 4. Thus a hair line processed surface 7 is formed. The removable ink layer 3 is removed from the surface of the base. The processed surface 7 applied on the removable ink layer 3 through removal process is simultaneously removed to obtain a hair line-processed product 2. This product undergoes metallic color application processing using evaporation or sputtering applied to the entire surface including an ink surface of the removable ink layer 3.

15/5/5 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
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014805075 \*\*Image available\*\*  
WPI Acc No: 2002-625781/200267  
XRAM Acc No: C02-176398  
XRPX Acc No: N02-494784

**Atomic layer deposition method for forming thin films , comprises chemisorbing first portion of injected reactant containing silicon and aminosilane on substrate**

Patent Assignee: SAMSUNG ELECTRONICS CO LTD (SMSU )  
Inventor: KIM Y; LEE S; PARK Y; KIM Y G; LEE S H; PARK Y U  
Number of Countries: 005 Number of Patents: 005  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6391803	B1	20020521	US 2001886142	A	20010620	200267 B
DE 10137088	A1	20030109	DE 1037088	A	20010730	200312
JP 2003007700	A	20030110	JP 2001283361	A	20010918	200315
KR 2002096798	A	20021231	KR 200141165	A	20010710	200330
CN 1392288	A	20030122	CN 2001139965	A	20011121	200332

Priority Applications (No Type Date): US 2001886142 A 20010620

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6391803	B1	13		H01L-021/31	
DE 10137088	A1			H01L-021/318	
JP 2003007700	A	11		H01L-021/318	

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KR 2002096798 A H01L-021/20  
CN 1392288 A C23C-026/00

Abstract (Basic): US 6391803 B1

**NOVELTY** - An atomic layer deposition method comprises injecting a first reactant containing silicon and an aminosilane into a chamber, and chemisorbing a first portion of the first reactant on the substrate. A first portion of second reactant is chemically reacted with the chemisorbed first portion of the first reactant to form a silicon-containing solid on the substrate.

**DETAILED DESCRIPTION** - An atomic layer deposition method comprises placing a substrate into a chamber, injecting a first reactant containing silicon and an aminosilane into the chamber. A first portion of the first reactant is chemisorbed on the substrate, and a second portion of the first reactant is physisorbed to the substrate. The physisorbed second portion is removed from the substrate. A second reactant is injected into the chamber. A first portion of the second reactant is chemically reacted with the chemisorbed first portion of the first reactant to form a silicon-containing solid on the substrate. The non-chemically reacted portion of the second reactant is removed from the chamber.

**USE** - For forming silicon nitride and silicon dioxide thin film.

**ADVANTAGE** - The inventive method has low thermal budget, excellent step coverage, no pattern loading effect, excellent thickness control and uniformity, minimal number of particulate inclusions, low impurity content, and film growth rate that makes commercial application practical.

**DESCRIPTION OF DRAWING(S)** - The drawing shows a flowchart of the inventive manufacturing method of thin film.

pp; 13 DwgNo 7/10

Title Terms: ATOMIC; LAYER; DEPOSIT; METHOD; FORMING; THIN; **FILM**;

COMPRISE; FIRST; PORTION; INJECTION; REACT; CONTAIN; SILICON; SUBSTRATE

Derwent Class: L03; U11; U14

International Patent Class (Main): C23C-026/00; H01L-021/20; H01L-021/31; H01L-021/318

International Patent Class (Additional): C23C-016/34; C23C-016/44; H01L-021/316

File Segment: CPI; EPI

15/5/6 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014105138 \*\*Image available\*\*

WPI Acc No: 2001-589352/200166

XRPX Acc No: N01-438977

Digital content billing system e.g. for music files, video files downloaded through network, has administrator collecting advertisement rate from advertiser relative to number of execution time of digital contents

Patent Assignee: MITSUBISHI DENKI KK (MITQ ); MITSUBISHI ELECTRIC CORP (MITQ )

Inventor: KIKUCHI K; MORIYAMA T; YAMANAKA H

Number of Countries: 029 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20010016834	A1	20010823	US 2000729866	A	20001206	200166 B
CA 2327568	A1	20010728	CA 2327568	A	20001204	200166
JP 2001209722	A	20010803	JP 200020770	A	20000128	200166
EP 1126424	A2	20010822	EP 2000128657	A	20001228	200174

Priority Applications (No Type Date): JP 200020770 A 20000128

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

June 23, 2003

US 20010016834 A1 53 G06F-017/60  
CA 2327568 A1 E H04L-012/16  
JP 2001209722 A 29 G06F-017/60  
EP 1126424 A2 E G07F-017/16  
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI TR

Abstract (Basic): US 20010016834 A1

NOVELTY - An administrator (6) downloads an advertising information piece and an execution key in response to execution declaration of digital **content** received from user. The administrator collects **advertisement rate** corresponding to the number of execution times of the digital content from the advertiser (5) and pays the collected execution fee to the holder (3).

USE - For billing digital contents such as music files, video files and game software downloaded through network.

ADVANTAGE - Billing of digital content is easily performed while accelerating the use of digital content. Also execution fee for digital content is reliably collected.

DESCRIPTION OF DRAWING(S) - The figure **shows** configuration of digital **content** billing system.

Holder (3)

Advertiser (5)

Administrator (6)

pp; 53 DwgNo 1/34

Title Terms: DIGITAL; CONTENT; BILL; SYSTEM; MUSIC; FILE; VIDEO; FILE;  
THROUGH; NETWORK; ADMINISTER; COLLECT; ADVERTISE; RATE; RELATIVE; NUMBER;  
EXECUTE; TIME; DIGITAL; CONTENT

Derwent Class: T01; T05; W01; W05

International Patent Class (Main): G06F-017/60; G07F-017/16; H04L-012/16

International Patent Class (Additional): G06F-013/00; H04K-001/00;

H04L-009/00; H04L-012/14; H04M-017/02; H04N-007/16

File Segment: EPI

15/5/7 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014041481 \*\*Image available\*\*

WPI Acc No: 2001-525694/200158

XRAM Acc No: C01-157278

XRPX Acc No: N01-389760

**Agricultural product nutrient content measuring device for elongated products such as welsh onion, radish, before transportation for storage comprises product conveyor equipped with nutrient content measuring device**

Patent Assignee: ISHII KOGYO KK (ISHI-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001194363	A	20010719	JP 20001608	A	20000107	200158 B

Priority Applications (No Type Date): JP 20001608 A 20000107

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2001194363	A		8	G01N-033/02	

Abstract (Basic): JP 2001194363 A

NOVELTY - The product (13) quality/nutrient content measuring device comprises a product conveyor which conveys the products and a measuring unit to measure nutrient content of the product, while being conveyed, attached to the conveyor.

USE - For ensuring nutrients/chemical content of elongated/linear agricultural products such as welsh onion, Japanese radish, burdock,

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carrot, lotus root or long potato, while they are transported for bulk storage.

**ADVANTAGE** - The exact quality of the products and their nutrients content can be known before hand, during the transportation of the products after harvest. The quality can be ensured accurately and **commercial** value can be reliably **assessed**. Nutrient **content measurement** and management is enabled in-line with transportation. Even if the long products are bent to various shapes, the apparatus has correction unit to straighten them out for getting accurate content information.

**DESCRIPTION OF DRAWING(S)** - The figure **shows** vertical front view of nutrient **content** measuring device. (Drawing includes non-English language text).

Welsh onion (13)  
Root part (13a)  
Mounting stand (21)  
Flood light projector (27)  
Photo detector (28)  
pp; 8 DwgNo 3/8

Title Terms: AGRICULTURE; PRODUCT; NUTRIENT; CONTENT; MEASURE; DEVICE;  
ELONGATE; PRODUCT; WELSH; ONION; RADISH; TRANSPORT; STORAGE; COMPRISE;  
PRODUCT; CONVEYOR; EQUIP; NUTRIENT; CONTENT; MEASURE; DEVICE  
Derwent Class: D13; J04; P43; S03  
International Patent Class (Main): G01N-033/02  
International Patent Class (Additional): B07C-005/02; G01N-021/85  
File Segment: CPI; EPI; EngPI

15/5/8 (Item 4 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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013648818 \*\*Image available\*\*  
WPI Acc No: 2001-133030/200114  
Related WPI Acc No: 2001-133029  
XRPX Acc No: N01-368424

**Online advertising method for computer network e.g. internet, involves aborting execution of harmful information blocking code module, when window displaying ad contents along with module execution status, is closed**

Patent Assignee: INCA INTERNET CO LTD (INCA-N); CHUNG Y S (CHUN-I)  
Inventor: CHUNG Y S; JUNG Y  
Number of Countries: 094 Number of Patents: 003  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2000030564	A	20000605	KR 200011284	A	20000307	200114 B
WO 200150364	A1	20010712	WO 2000KR1373	A	20001128	200155
AU 200118997	A	20010716	AU 200118997	A	20001128	200169

Priority Applications (No Type Date): KR 9968606 A 19991231

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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KR 2000030564	A			G06F-017/60	
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WO 200150364	A1	E	36	G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP  
KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO  
RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200118997	A			G06F-017/60	Based on patent WO 200150364
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Abstract (Basic): WO 200150364 A1

**NOVELTY** - Web server receives connection request from client computer over computer network and transmits harmful information

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blocking code module and advertisement (ad) contents. Module is executed in the computer to block in real time harmful information including computer viruses. The ad contents along with module execution status are displayed on separate window. When window is closed, module execution is aborted.

USE - For providing advertisements (ads) on computer network such as internet for shopping, auction, banking businesses.

ADVANTAGE - Since the client system is connected to the harmful information management server on a computer network, the harmful information blocking program is automatically provided and executed in the client system so that harmful information detected on the client system can be actively blocked in real time. The harmful information blocking program is provided along with ad contents, and management of the program and the ad contents is performed through the same window or frame, thus boosting effectiveness of the advertisement. Even when a user accesses another web server, the ad display window or frame, which is managed in connection with the harmful information blocking program, remains displayed on the client's screen, thus enhancing effectiveness of the advertisement.

DESCRIPTION OF DRAWING(S) - The figure shows the flow chart explaining the method for offering online advertisements along with online harmful information blocking code module.

pp; 36 DwgNo 2A/6

Title Terms: ADVERTISE; METHOD; COMPUTER; NETWORK; EXECUTE; HARM; INFORMATION; BLOCK; CODE; MODULE; WINDOW; DISPLAY; CONTENT; MODULE; EXECUTE; STATUS; CLOSE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

15/5/9 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013561238 \*\*Image available\*\*

WPI Acc No: 2001-045445/200106

XRFX Acc No: N01-034550

Commercial message broadcast information providing system of broadcasting station, maintains program order information and corresponding audio codes of commercial message information, as tables in homepage of WWW server

Patent Assignee: TOSHIBA KK (TOKE )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2000307514	A	20001102	JP 99112302	A	19990420	200106 B

Priority Applications (No Type Date): JP 99112302 A 19990420

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2000307514	A		8	H04B-010/00	

Abstract (Basic): JP 2000307514 A

NOVELTY - A system server (1) stores commercial message (CM) information (2b) and program order information (2a). Corresponding audio codes are reproduced from the database (10), for execution of CM information during program broadcast according to order information. The program order information and the audio codes are maintained as tables in homepage of WWW server (7).

USE - For time sequential commercial message broadcast.

ADVANTAGE - Enables a sponsor and a common viewer to understand broadcast situation of commercial message. Inquiry necessity to corresponding service person in broadcast station can be reduced.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of



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CM broadcast information providing system.

Program assembly information (2a)

Commercial message information (2b)

World wide web server (7)

Vocal database (10)

pp; 8 DwgNo 1/10

Title Terms: COMMERCIAL; MESSAGE; BROADCAST; INFORMATION; SYSTEM; BROADCAST  
; STATION; MAINTAIN; PROGRAM ; ORDER; INFORMATION; CORRESPOND; AUDIO;  
CODE; COMMERCIAL; MESSAGE; INFORMATION; TABLE; SERVE

Derwent Class: W04

International Patent Class (Main): H04B-010/00

International Patent Class (Additional): H04N-005/222; H04N-005/262

File Segment: EPI

15/5/10 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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012979740 \*\*Image available\*\*

WPI Acc No: 2000-151593/200014

XRPX Acc No: N00-112579

AD year sorting procedure for information processing system treating AD  
year by two figures

Patent Assignee: NEC SOFTWARE CHUGOKU LTD (NIDE )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2000010958	A	20000114	JP 98170332	A	1998061	200014 B

Priority Applications (No Type Date): JP 98170332 A 19980617

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2000010958	A		5	G06F-017/10	

Abstract (Basic): JP 2000010958 A

NOVELTY - When the AD year data in an input record is greater than or equal to a predetermined boundary year, the AD year data is judged to be AD of 1900s and 2000s. The 4 bits of the higher-order character code of a numeric character showing the beam for 10 years among the year data of two figures under the AD year data corresponding to the AD of 1900s are set to 0. Sorting process is applied using the 4 bits..

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for an AD year sorting apparatus.

USE - For information processing system treating AD year by two figures.

ADVANTAGE - Sorting process can be performed at high speed since only the process of character code is applied to AD year data of two figures, and AD year data does not need to be formed into 4 figures.

DESCRIPTION OF DRAWING(S) - The figure shows a block diagram of an AD year sorting apparatus.

pp; 5 DwgNo 1/3

Title Terms: YEAR; SORT; PROCEDURE; INFORMATION; PROCESS; SYSTEM; TREAT;  
YEAR; TWO; FIGURE

Derwent Class: T01

International Patent Class (Main): G06F-017/10

File Segment: EPI

15/5/11 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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009096836

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WPI Acc No: 1992-224263/199227

XRAM Acc No: C92-101654

XRFX Acc No: N92-170287

**Measuring ion deposition process temps. - in chamber at high vacuum and under other hostile conditions not conducive to common temp. measurement techniques**

Patent Assignee: ANONYMOUS (ANON )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
RD 338061	A	19920610	RD 92338061	A	19920520	199227 B

Priority Applications (No Type Date): RD 92338061 A 19920520

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
RD 338061	A		H01L	

Abstract (Basic): RD 338061 A

Ion deposition of metals and insulators on silicon substrates and other materials is a common process in the magnetic head development industry as well as other similar industries. The process is carried out in a chamber usually at high vacuum and under other hostile conditions not conducive to common temperature measurement techniques.

The temp. of the deposition process is, at the very least, critical in the ability to control the process in the event of failure and important as a method of monitoring process control. Since the entire process takes place at the surface of the substrate it is desirable to measure the temperature only there. Temp. recording devices, e.g. optical pyrometers, laser interferometry, thermocouples, RTD's and other similar devices, all have serious drawbacks when placed in this hostile environment. They either are destroyed, emit unwanted substances into the chamber or have data acquisition short-comings. Irreversible temp. sensitive indicators **show** the best **characteristics** for these **measurements** but **commercially** available indicators are available in the form of the labels and are not suitable for this application.

Irreversible temp.-sensitive indicator material turns colour, usually from a silver to black, at a calibrated temp. and has an accuracy of +/-1%. This material reacts to its calibrated temp. in about a second and permanently records the transition. A range of these indicators can accurately record the max. temp. reached in deposition process. Placing the desired range of indicator material on a glass substrate and covering the assembly with a layer of polyimide **film** such as du Pont's Kapton will enable accurate measurements of process temperatures. Polyimide **films** are available with high temperature adhesive which facilitates assembly and have been used in applications at temperatures as high as 750 deg.C. The glass substrate assembly can then be placed inside the process chamber with other substrates and accurate temperature measurements can be made without contaminating the process

Title Terms: MEASURE; ION; DEPOSIT; PROCESS; TEMPERATURE; CHAMBER; HIGH; VACUUM; HOSTILE; CONDITION; CONDUCTIVE; COMMON; TEMPERATURE; MEASURE; TECHNIQUE

Derwent Class: A85; L03; T03; U11

International Patent Class (Main): H01L-471/00

File Segment: CPI; EPI

June 23, 2003

16/5/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

014348875 \*\*Image available\*\*  
WPI Acc No: 2002-169578/200222

**Method for raising recognizing rate of consumer about specific information on mass media and system thereof**

Patent Assignee: CHA J H (CHAJ-I)

Inventor: CHA J H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001090394	A	20011018	KR 200015342	A	20000325	200222 B

Priority Applications (No Type Date): KR 200015342 A 20000325

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2001090394	A		1	G06F-017/60	

Abstract (Basic): KR 2001090394 A

NOVELTY - A method for raising a recognizing rate of a consumer. about specific information on a mass media and a system thereof are provided to induce the general public and a concentrated effect on a description, an advertisement; a CF, and company information of a specific newspaper, a magazine, a broadcasting program, and an internet site and so on.

DETAILED DESCRIPTION - A lottery ticket reception system(12) receives and treats a lottery ticket sign from an advertiser. A recognition rate analyzing and evaluating system(13) measures and evaluates a recognizing rate of an advertisement and described contents based on lottery ticket application numbers from the general public. An application reception system(14) receives lottery ticket applications from the general public, and makes a DB. A member DB(15) registers an applicant as a member and stores a member account according to members for supplying winning money. A lottery ticket number issuing system(16) provides an inherent number or a common number as a lottery ticket number to applicants. A lottery engine(17) selects a prizewinner out of lottery ticket applicants. A server(11) is managed by a server(10) and is provided for an application through an information transmitting medium of a digital form as the internet.

pp; 1 DwgNo 1/10

Title Terms: METHOD; RAISE; RATE; CONSUME; SPECIFIC; INFORMATION; MASS; MEDIUM; SYSTEM

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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013957162 \*\*Image available\*\*  
WPI Acc No: 2001-441376/200147  
XRPX Acc No: N01-326539

**Advertising provision method for Internet-enabled channels using advertiser database connected to ad server and publisher database connected to ad server**

Patent Assignee: ADVERTISING.COM (ADVE-N)

Inventor: FERBER J B; FERBER S; JOENSEN D; WALDERMAN T

Number of Countries: 093 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200137119	A2	20010525	WO 2000US31464	A	20001115	200147 B

June 23, 2003

AU 200117685 A 20010530 AU 200117685 A 20001115 200152

Priority Applications (No Type Date): US 99165526 P 19991115

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200137119 A2 E 32 G06F-017/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP  
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT  
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200117685 A G06F-017/00 Based on patent WO 200137119

Abstract (Basic): WO 200137119 A2

NOVELTY - The method involves providing an ad server connected to the Internet. A media server is connected to the Internet. **Advertiser** data is stored in a database connected to the ad server. Publisher data is stored in a database connected to the ad server. Creative data for several Internet-enabled channels is stored in a database connected to the media server. A user operates a user device to request publisher content.

The content is sent from a server of the publisher to the user device. The **content** includes **code** to request an **ad** be served. The code operates the user device to request an ad location from the ad server. The ad server supplies an allocation to the user device. The code operates the user device to request an ad from the media server. The media server supplies the ad for display on the user device.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for a system for providing advertising to Internet-enabled channels.

USE - For advertising operating system.

ADVANTAGE - Provides users with opportunity to execute high-speed, optimized ad serving across multiple Internet-enabled channels for multiple clients. Centrally managed Approval/Denial' capability for publishers and **advertisers** who sign up. Provides for differential pay outs to each of different publishers.

DESCRIPTION OF DRAWING(S) - The figure **shows** a schematic diagram of the invention.

pp; 32 DwgNo 1A/5

Title Terms: ADVERTISE; PROVISION; METHOD; ENABLE; CHANNEL; DATABASE;

CONNECT; SERVE; DATABASE; CONNECT; SERVE

Derwent Class: T01

International Patent Class (Main): G06F-017/00

File Segment: EPI

16/5/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013931234 \*\*Image available\*\*

WPI Acc No: 2001-415448/200144

XRPX Acc No: N01-307890

**Broadcast system extracts and displays stored broadcast signal of designated commercial message when total listening and viewing time of commercial message is judged to be inadequate**

Patent Assignee: NEC VIEW TECHNOLOGY KK (NIDE )

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001136471	A	20010518	JP 99312086	A	19991102	200144 B
JP 3390383	B2	20030324	JP 99312086	A	19991102	200323

Priority Applications (No Type Date): JP 99312086 A 19991102

Patent Details:

June 23, 2003

Patent No	Kind	Lang	Pg	Main IPC	Filing Notes
JP 2001136471	A		8	H04N-005/76	
JP 3390383	B2		8	H04N-005/76	Previous Publ. patent JP 2001136471

Abstract (Basic): JP 2001136471 A

NOVELTY - The storage unit (2) stores transmitted video data and commercial message (CM) multiplexed streams (6) along with the time for which the **advertiser** expects the CM to be displayed. When display unit (4) displays video data and CM if total listening and viewing time of designated CM is judged to be inadequate, the corresponding CM broadcast signal is extracted from storage unit and displayed.

USE - In broadcast system.

ADVANTAGE - Since CM broadcast signal is extracted and displayed when listening and viewing time of CM is judged to be inadequate, the advertisement is **shown** to viewer for particular time more than the time for which the **advertiser** of **program** anticipates.

DESCRIPTION OF DRAWING(S) - The figure **shows** the block diagram of the broadcast system. (Drawing includes non-English language text).

Storage unit (2)

Display unit (4)

Broadcast streams (6)

pp; 8 DwgNo 1/7

Title Terms: BROADCAST; SYSTEM; EXTRACT; DISPLAY; STORAGE; BROADCAST;  
SIGNAL; DESIGNATED; COMMERCIAL; MESSAGE; TOTAL; LISTENER; VIEW; TIME;  
COMMERCIAL; MESSAGE; JUDGEMENT; INADEQUATE

Derwent Class: W02; W04

International Patent Class (Main): H04N-005/76

International Patent Class (Additional): H04N-005/44; H04N-007/08;

H04N-007/081

File Segment: EPI

June 23, 2003

20/5/1 (Item 1 from file: 347)

DIALOG(R)File 347:JAPIO

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07223907 \*\*Image available\*\*

METHOD FOR OPENING CONTENTS TO THE PUBLIC

PUB. NO.: 2002-092347 [JP 2002092347 A]

PUBLISHED: March 29, 2002 (20020329)

INVENTOR(s): ITO YOSHIHIRO

MAEDA YUJI

TAKATANI KAZUHIRO

HIRASAWA NORIHITO

APPLICANT(s): NIPPON TELEGR & TELEPH CORP (NTT)

APPL. NO.: 2000-278546 [JP 2000278546]

FILED: September 13, 2000 (20000913)

INTL CLASS: G06F-017/60; G06F-013/00; G06F-017/30; H04N-007/173

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a method for opening contents to the public capable of apportioning copyright fees to the writer of the contents opened to the public with an advertisement from advertisement **rates**, selecting **contents** to which an **advertiser** attaches the **advertisement**, and also setting advertising **rates**.

SOLUTION: A **contents** provider 20 receives contents made by a contents writer 30 through a communication network 10, registers them in a server 21, makes the advertiser 40 read them for a fixed period, invites a desire to attach an advertisement to the contents together with the advertisement rates, and selects the most expensive advertisement among advertisements desired to be attached to the contents. He then receives the contents of that **advertisement** from the **advertiser** 40 through the communication network 10, registers them in the server 21, withdraws the advertisement rates from the account of the advertiser 40, pays a part of it to the account of the contents writer 30 as copyright fees, and opens the contents to the public together with the advertisement so as to make them readable on the server 21.

COPYRIGHT: (C)2002,JPO

20/5/2 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014705130 \*\*Image available\*\*

WPI Acc No: 2002-525834/200256

**Local advertisement method using mobile communication terminal**

Patent Assignee: LG ELECTRONICS INC (GLDS )

Inventor: KIM C S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002010335	A	20020204	KR 200044009	A	20000729	200256 B

Priority Applications (No Type Date): KR 200044009 A 20000729

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2002010335	A	1	H04B-007/26	

Abstract (Basic): KR 2002010335 A

NOVELTY - A local advertisement method using a mobile communication terminal is provided to provide a specified local advertisement service to a specific area by transmitting a specified local advertisement content to a subscriber in an area, allowing the subscriber to receive

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and check the specified local advertisement content, judging that the subscriber has checked the advertisement and recording it.

DETAILED DESCRIPTION - An advertiser requests a local advertisement from an advertisement provider(201), and advertisement terms are set and an advertisement content is generated by a character/voice/image/mobile image(202). If a mobile communication subscriber desires to receive an advertisement, he or she requests receiving of an advertisement through a medium from the mobile communication network provider(server)(203). The server determines a location of the subscriber terminal(204). When the subscriber is located within a pre-set specific area while moving with the terminal, the server determines whether the subscriber desires to receive an advertisement by checking an ID of the subscriber. If the subscriber desires to receive an advertisement, the server transmits a local advertisement content to the subscriber through a base station(205). The subscriber terminal receives the advertisement content, decodes it and outputs the decoding result in a form of an image and/or voice(206). When the subscriber performs a procedure for checking the advertisement content received by the terminal(207), information on the checking of the advertisement, the time taken by the subscriber to view the advertisement and the checking amount of the transmitted advertisement is transmitted from the subscriber terminal to the base station, and the server processes a reward for the advertisement checking of the subscriber in response(208).

pp; 1 DwgNo 1/10

Title Terms: LOCAL; ADVERTISE; METHOD; MOBILE; COMMUNICATE; TERMINAL

Derwent Class: W02

International Patent Class (Main): H04B-007/26

File Segment: EPI

20/5/3 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014349045 \*\*Image available\*\*

WPI Acc No: 2002-169748/200222

**Internet advertising method for discriminatively providing advertising message and incentive by user information**

Patent Assignee: LEE M O (LEEM-I)

Inventor: LEE M O

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001091001	A	20011022	KR 200019751	A	20000410	200222 B

Priority Applications (No Type Date): KR 200019751 A 20000410

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2001091001	A	1	G06F-017/60	

Abstract (Basic): KR 2001091001 A

NOVELTY - An internet advertising method for discriminatively providing an advertising message and an incentive by user information is provided to offer many incentives to user having an actual buying desire.

DETAILED DESCRIPTION - An advertiser sets an advertising target(100). A target group is classified by an attribute(101). An advertising message graded in accordance with the classified target group, an incentive kind, and a rate are decided and stored in a database(102). A user visits a web site of an advertisement medium company server and requests a banner advertisement to an operator server(103). If a banner advertisement is requested, the operator server judges whether a user is a member or not by a cookie(105). If a user is not a member, the advertisement is displayed in a web site by

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transmitting a general **banner advertisement** of the **advertiser** to the **advertisement** medium company server(154). If a user is a member, a discriminative advertisement is displayed in the web site by transmitting a banner advertisement made by combining an advertisement message to be transmitted by the advertiser with an incentive kind and rate in accordance with a user's attribute being classified in advance to the advertisement medium company server(106).

pp; 1 DwgNo 1/10

Title.Terms: ADVERTISE; METHOD; ADVERTISE; MESSAGE; USER; INFORMATION .

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI



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?t s22/5/all

22/5/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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013023856 \*\*Image available\*\*  
WPI Acc No: 2000-195707/200017  
XRPX Acc No: N00-144747

**Profiling method for Internet user according to predefined categories of interest**

Patent Assignee: RULESPACE INC (RULE-N); KAWASAKI C (KAWA-I); MICROSOFT  
CORP (MICT )

Inventor: KAWASAKI C

Number of Countries: 087 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200008573	A1	20000217	WO 99US17654	A	19990804	200017 B
AU 9954650	A	20000228	AU 9954650	A	19990804	200030
US 20010011264	A1	20010802	US 9895296	P	19980804	200147
			US 99368392	A	19990804	
US 6539375	B2	20030325	US 9895296	P	19980804	200325
			US 99368392	A	19990804	

Priority Applications (No Type Date): US 9895296 P 19980804; US 99368392 A 19990804

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200008573 A1 E 39 G06F-017/30

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CR CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR  
KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9954650 A G06F-017/30 Based on patent WO 200008573

US 20010011264 A1 G06F-017/30 Provisional application US 9895296

US 6539375 B2 G06F-017/30 Provisional application US 9895296

Abstract (Basic): WO 200008573 A1

NOVELTY - A match of unknown data with predefined categories is generated to form the profile of a user, after the unknown data are processed to determine data relevance to predefined categories of interest. The content information of the Internet user are scanned to generate the unknown data.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a profiling system for Internet user according to predefined categories of interest.

USE - For Internet user according to predefined categories of interest.

ADVANTAGE - Improves match between user interest and advertiser messages by transparently assessing the type of information that a user reviews over time, such as topics in sports, business, investment, health, hobbies, technology, arts, politics, social issues, music, medical information, luxury cars. Generates a profile of interests which might be used to subsequently direct offers. Increases user response rate per continuous phase modulation (CPM).

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart of forming user profile using the profiling method.

pp; 39 DwgNo 3/8

Title Terms: PROFILE; METHOD; USER; ACCORD; PREDEFINED; CATEGORY; INTEREST  
Derwent Class: T01

International Patent Class (Main): G06F-017/30

File Segment: EPI

June 23, 2003

22/5/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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003452164

WPI Acc No: 1982-05864E/198203

**Electroslag welding of metals - includes maintaining weld metal in molten state after welding current is switched off**

Patent Assignee: PATON ELECTROWELD IND (PATM ); SAFONNIKOV A N (SAFO-I)

Inventor: ANTONOV A V; SAFONNIKOV A N

Number of Countries: 006 Number of Patents: 009

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 8200016	A	19820107				198203 B
FR 2495981	A	19820618				198231
DE 3050449	A	19820812	DE 3050449	A	19820812	198233
JP 58500111	W	19830120				198309
CA 1162249	A	19840214				198412
AT 8009150	A	19840215				198413
US 4454406	A	19840612	US 82355584	A	19820223	198426
CA 1195218	A	19851015				198546
DE 3050449	C	19871029				198743

Priority Applications (No Type Date): WO 80SU107 A 19800626; DE 3050449 A 19820812; US 82355584 A 19820223

Cited Patents: 1.Jnl.Ref; FR 2393646; SU 626913; SU 764902; US 2802762

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 8200016	A	R 18		
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Designated States (National): AT DE JP US

Abstract (Basic): WO 8200016 A

Metals are electroslag welded by forming a flux bath, melting the electrode and the weld edges, filling the gap between the weld edges with molten metal and maintaining the metal in a molten state for a period after the weld current is switched off, the heat capacity of the flux bath being simultaneously raised. The period is pref. 10-15% more than the time required to degasify the weld metal. The heat capacity of the flux bath is raised pref. by increasing its vol.

A pref. flux bath contains (in wt.%): BaF<sub>2</sub> 60.0-90.0, CaF<sub>2</sub> 5.0-15.0, LiF 1.0-5.0, NaF 1.0-10.0 and KF 1.0-15.0. The process is used for welding non-ferrous metals such as Al, Mg, Ti etc. and their alloys, in partic. Al bus bars and conductors. Welding process is stable and results in a high quality weld seam of low gas content since the rate of electrode melting is self-regulating and the degree of gas removal from the weld metal during and after welding is enhanced by slowing down the rate of crystallisation of the weld metal.

Title Terms: ELECTROSLAG; WELD; METAL; MAINTAIN; WELD; METAL; MOLTEN; STATE ; AFTER; WELD; CURRENT; SWITCH

Derwent Class: M23; P55

International Patent Class (Additional): B23K-009/18; B23K-023/00;

B23K-025/00; B23K-035/36

File Segment: CPI; EngPI

June 23, 2003

25/5/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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012496490 \*\*Image available\*\*  
WPI Acc No: 1999-302598/199925  
Related WPI Acc No: 2000-423143  
XRAM Acc No: C99-088713  
XRPX Acc No: N99-226728

**A cathode, having high transparency useful in organic light emitting devices**

Patent Assignee: UNIV PRINCETON (UYPR-N); UNIV SOUTHERN CALIFORNIA (UYSC-N);  
BURROWS P E (BURR-I); FORREST S R (FORR-I); SHOUSTIKOV A (SHOU-I);  
SIBLEY S (SIBL-I); THOMPSON M E (THOM-I); YOU Y (YOUY-I); BURROWS P  
(BURR-I); PARTHASARATHY G (PART-I)

Inventor: BURROWS P; FORREST S R; KOENE B E; KWONG R C; LOY D; O'BRIEN D;  
PARTHASARATHY G; PETASIS N A; SHOUSTIKOV A; SIBLEY S; THOMPSON M E; YU Y;  
BURROWS P E; YOU Y; THOMPSON M; DOUGLAS L

Number of Countries: 084 Number of Patents: 016

**Patent Family:**

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9920081	A2	19990422	WO 98US21171	A	19981008	199925 B
AU 9910707	A	19990503	AU 9910707	A	19981008	199937
US 6030715	A	20000229	US 97948130	A	19971009	200018
EP 1044586	A2	20001018	EP 98953300	A	19981008	200053
			WO 98US21171	A	19981008	
US 6150043	A	20001121	US 9858305	A	19980410	200101
KR 2001024476	A	20010326	KR 2000703897	A	20000410	200161
US 6303238	B1	20011016	US 97980986	A	19971201	200164
JP 2001520450	W	20011030	WO 98US21171	A	19981008	200202
			JP 2000516507	A	19981008	
US 20010053463	A1	20011220	US 97980986	A	19971201	200206
			US 2001900650	A	20010706	
US 6333521	B1	20011225	US 9858305	A	19980410	200206
			US 2000610454	A	20000705	
US 6413656	B1	20020702	US 98152960	A	19980914	200248
US 6420031	B1	20020716	US 9764005	P	19971103	200248
			US 97964863	A	19971105	
			US 9854707	A	19980403	
US 6451455	B1	20020917	US 9853030	A	19980401	200264
US 6469437	B1	20021022	US 9764005	P	19971103	200277
			US 97964863	A	19971105	
US 20020176992	A1	20021128	US 9764005	P	19971103	200281
			US 97964863	A	19971105	
			US 9854707	A	19980403	
			US 2002195996	A	20020715	
TW 476227	A	20020211	TW 98116739	A	19990426	200304

Priority Applications (No Type Date): US 98152960 A 19980914; US 97948130 A  
19971009; US 9764005 P 19971103; US 97964863 A 19971105; US 97980986 A  
19971201; US 9853030 A 19980401; US 9853707 A 19980403; US 9858305 A  
19980410; US 2001900650 A 20010706; US 2000610454 A 20000705; US 9854707  
A 19980403; US 2002195996 A 20020715

**Patent Details:**

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9920081 A2 E 149 H05B-033/26

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9910707 A Based on patent WO 9920081  
US 6030715 A H05B-033/13

June 23, 2003

EP 1044586 A2 E H05B-033/28 Based on patent WO 9920081  
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI  
US 6150043 A B32B-019/04  
KR 2001024476 A H05B-033/26  
US 6303238 B1 H05B-033/14  
JP 2001520450 W 217 H05B-033/28 Based on patent WO 9920081  
US 20010053463 A1 H05B-033/14 Cont of application US 97980986  
US 6333521 B1 H01L-027/15 Cont of application US 9858305  
Cont of patent US 6150043  
US 6413656 B1 H05B-033/14  
US 6420031 B1 B32B-007/00 Provisional application US 9764005  
CIP of application US 97964863  
US 6451455 B1 H05B-033/12  
US 6469437 B1 H05B-033/26 Provisional application US 9764005  
US 20020176992 A1 B32B-007/00 Provisional application US 9764005  
CIP of application US 97964863  
Cont of application US 9854707  
Cont of patent US 6420031  
TW 476227 A H05B-033/00

Abstract (Basic): WO 9920081 A2

NOVELTY - A cathode comprising an electrically conductive nonmetallic layer in low-resistance electrical contact with a semiconductive organic layer.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for

(1) An optoelectronic device for converting electrical energy into optical energy or vice versa comprising the above cathode;

(2) An organic light emitting device containing a heterostructure for producing electroluminescence and comprising the above cathode;

(3) A method of fabricating an optoelectronic device including the step of depositing an electrically conductive nonmetallic layer on an organic layer, to form an interface region at the surface of the organic layer that lowers the voltage drop across the two layers when the two layers are used as a cathode in an optoelectronic device;

(4) A method for fabricating a cathode having an electrically conductive nonmetallic layer, including the step of forming an interface region which provides a low-resistance electrical contact between the electrically conductive nonmetallic layer and the semiconductive organic layer.

(5) A method of forming an organic light emitting device comprising preparing a heterostructure for producing electroluminescence and where the preparation process includes the step of forming the above cathode.

USE - The cathode is useful in optoelectronic devices for converting electrical energy into optical energy or optical energy into electrical energy, preferably an organic light emitting device (OLED) containing a heterostructure for producing electroluminescence, especially an organic laser or photodetectors, phototransistors, solar cells and light emitting diodes. The low-reflectivity OLEDs may be particularly useful in high contrast displays and for eliminating microcavity effects in stacked organic light emitting devices (SOLEDS); particularly for reliable high-resolution full color flat panel displays (e.g. passive matrix or active matrix displays) and heads-up displays. The optoelectronic devices can also be used in a vehicle, a computer, a television, a printer, a large area wall, theater or stadium screen, a billboard or a sign. OLEDs containing a phosphorescent dopant compound produce a highly saturated red emission that peaks at 640 nm (claimed). The azlactone-related dopant compounds produce electroluminescence in bands centered in the wavelength region of one of the primary colors

and the phosphorescent decay rate is rapid enough to meet the requirements of a display device.

ADVANTAGE - The nonmetallic cathodes are highly transparent (e.g. optical transmission at least 85%) and have electron-injection

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properties **comparable** to prior art semitransparent metallic cathodes (e.g. optical transmission=60-70%). The emission of the dopant may be varied by selectively varying the substituents or by modifying the structure of the base compound that produces the emission. The compounds can be readily deposited as a thin layer by vacuum deposition techniques to form an OLED that is prepared entirely from vacuum-deposited organic materials. The nonmetallic cathode may be in contact with an organic protection layer that is capable of assisting in the injection and transport of electrons from the cathode to the luminescent zone of the OLED and can also protect the underlying organic layers from damage during deposition of the cathode layer. The organic protection layer may be in direct contact with the electron transporting layer in the luminescent zone of the device or there may be an additional electron transporting layer between these two layers which further assists in transporting electrons to the luminescent zone of the OLED. The phosphorescent decay process utilizes exciton triplet state energy that is typically wasted in a conventional OLED via a radiationless energy transfer and relaxation process. The new OLEDs have a stability under ambient environmental conditions for a few days that is **comparable** to prior art devices and a much decidedly greater shelf life stability, compared with TPP-doped devices. TOLEDs according to the present invention **show** only a 2-fold drop in light output at 180 hours, whereas prior art TOLEDs have a 4-fold drop in light output over the same time interval. Additionally, the photoluminescent quantum yields are greater than prior art compounds (e.g. up to 90% versus 10%).

pp; 149 DwgNo 0/22

Title Terms: CATHODE; HIGH; TRANSPARENT; USEFUL; ORGANIC; LIGHT; EMIT; DEVICE

Derwent Class: E12; E19; E23; L03; P73; U11; U12

International Patent Class (Main): B32B-007/00; B32B-019/04; H01L-027/15; H05B-033/00; H05B-033/12; H05B-033/13; H05B-033/14; H05B-033/26; H05B-033/28

International Patent Class (Additional): C07D-223/14; C09K-011/06; H01J-001/63; H01L-033/00; H01S-003/16; H05B-033/10; H05B-033/22

File Segment: CPI; EPI; EngPI

25/5/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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007423506

WPI Acc No: 1988-057441/198809

XRPX Acc No: N88-043683

**Predictive coding system for TV signals - uses already coded value to predict pixel value and quantisation, with only difference coded**

Patent Assignee: KOKUSAI DENSHIN DENWA CO LTD (KOKU )

Inventor: MATSUMOTO S; MURAKAMI H

Number of Countries: 004 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DE 3726601	A	19880225	DE 3726601	A	19870810	198809 B
GB 2195062	A	19880323	GB 8718941	A	19870811	198812
JP 63043483	A	19880224	JP 86188012	A	19860811	198814
US 4802004	A	19890131	US 8781112	A	19870803	198907
DE 3726601	C	19890824				198934
GB 2195062	B	19900829				199035

Priority Applications (No Type Date): JP 86188012 A 19860811

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
DE 3726601	A		13		
US 4802004	A		11		

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Abstract (Basic): DE 3726601 A

A predictive value of a **picture** element to be coded is obtained from the information of an already- coded **picture** element. A **characteristic** quantisation value of the **picture** element to be coded, is determined in accordance with the magnitude of the predictive value.

For the transmission without quantisation, a difference value between the characteristic quantisation value and the predictive value, is coded.

USE/ADVANTAGE - **Commercial** pay **TV** transmission, or secure video conferencing system. Provides extremely efficient coding with use of high correlation between neighbouring pixels. Real-time digital processing is carried out using simple hardware without large quantities of hardware or decreasing code efficiency.

Title Terms: PREDICT; CODE; SYSTEM; **TELEVISION** ; SIGNAL; CODE; VALUE; PREDICT; PIXEL; VALUE; QUANTUM; DIFFER; CODE

Derwent Class: W02; W04

International Patent Class (Additional): H03M-007/34; H04N-001/41;

H04N-007/13

File Segment: EPI

25/5/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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007050008

WPI Acc No: 1987-050005/198707

XRPX Acc No: N87-038010

**Determining level of attention to visual stimuli esp. TV commercial - reflecting from LED array in goggles worn by viewer and monitoring change in EEG signal with stimuli on and off**

Patent Assignee: SWINBURNE LTD (SWIN-N); SILBERSTEIN R B (SILB-I)

Inventor: SILBERSTEIN R B; SILBERSTEIN B R; SILBERSTEIN R B

Number of Countries: 017 Number of Patents: 011

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 8700746	A	19870212	WO 86AU215	A	19860728	198707 B
AU 8661953	A	19870305				198719
JP 63500434	W	19880218				198813
EP 270535	A	19880615	EP 86904741	A	19860728	198824
BR 8607163	A	19880614				198829
US 4955388	A	19900911	US 8735610	A	19870330	199039
CA 1308168	C	19920929	CA 514898	A	19860729	199245
EP 270535	B1	19930317	EP 86904741	A	19860728	199311
			WO 86AU215	A	19860728	
DE 3688080	G	19930422	DE 3688080	A	19860728	199317
			EP 86904741	A	19860728	
			WO 86AU215	A	19860728	
EP 270535	A4	19890308	EP 86904741	A	19860728	199348
KR 9400853	B1	19940203	WO 86AU215	A	19860728	199501
			KR 87700278	A	19870330	

Priority Applications (No Type Date): AU 851702 A 19850730

Cited Patents: AU 4620072; US 2860627; US 3032029; US 3901216; US 4203452;

US 4216781; US 4493327; 1.Jnl.Ref

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 8700746 A E 36

Designated States (National): AU BR JP KR US

Designated States (Regional): AT BE CH DE FR GB IT LI NL SE

EP 270535 A E

Designated States (Regional): AT BE CH DE FR GB IT LI LU NL SE

EP 270535 B1 E 24 A61B-005/0484 Based on patent WO 8700746

Designated States (Regional): AT BE CH DE FR GB IT LI LU NL SE

June 23, 2003

DE 3688080	G	A61B-005/0484	Based on patent EP 270535
			Based on patent WO 8700746
CA 1308168	C	A61B-005/04	
KR 9400853	B1	A61B-005/04	

Abstract (Basic): WO 8700746 A

A **series** of EEG electrodes applied to the subject's head, are connected to a receiver (8) for amplification and processing prior to being fed into the computer (12) coupled to disc storage (13) and VDU (15). A stimulus generator (14) applies control signals to left and right LED arrays (16) carried in the sides of the goggles (17) worn by the subject, and which also have a pair of angularly disposed semi-reflective screens. The semi-reflective screens permit the subject to view the **television** screen (4) directly and permit controlled light signals at a predetermined frequency, to be reflected onto the eyes from the LED arrays (16).

The EEG signals are monitored with and without the viewer watching a **TV commercial**.

USE - Using results to make relevant changes in **advertisement** so as to hold attention of viewer.

Title Terms: DETERMINE; LEVEL; ATTENTION; VISUAL; STIMULUS; **TELEVISION** ;  
**COMMERCIAL** ; REFLECT; LED; ARRAY; GOGGLES; WEAR; VIEW; MONITOR; CHANGE;  
EEG; SIGNAL; STIMULUS

Index Terms/Additional Words: **EEG9625\_NR \_PA\_DC\_TI\_**

Derwent Class: P31; P81; S05; W05

International Patent Class (Main): A61B-005/04; A61B-005/0484

International Patent Class (Additional): A61B-005/16; G02C-011/04

File Segment: EPI; EngPI

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File 348:EUROPEAN PATENTS 1978-2003/Jun W03

(c) 2003 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20030619,UT=20030612

(c) 2003 WIPO/Univentio

Set	Items	Description
S1	373090	AD OR ADS OR ADVERTISEMENT? OR BANNER? OR COMMERCIAL? OR A-DVERT OR SKYSCRAPER? OR ADVERTORIAL? OR INFOMERCIAL?
S2	863651	RATE? OR RATING OR MEASUR? OR SCORE? OR SCORING OR GRADE? - OR CODE? OR CODING OR ASSESS? OR APPRAIS? OR JUDG?
S3	1195314	CONTENT? OR CHARACTER? OR MESSAG? OR SUBJECT? OR SUBSTANC?
S4	1166653	MOVIE? OR PROGRAM? OR SHOW? OR FILM? OR FLICK? OR PIC OR P-ICTURE? OR CARTOON? OR SERIES
S5	1105938	SIMILAR? OR MATCH? OR CORRESPOND? OR COMPARABL?
S6	5476	SELF()REGULAT? OR ADVERTISER?
S7	379870	SEND? OR BROADCAST? OR TELEWISE? OR TELECAST? OR TRANSMIT?
S8	184109	TV OR TELEVISION OR CABLE? OR CATV?
S9	644	S1(3N)S2(3N)S3
S10	31	S9(S)S8
S11	210	S9(S)S4
S12	161517	S3(5N)S4
S13	92	S12(S)S11
S14	12	S11(S)S6
S15	79	S13 NOT S10
S16	4	S14 NOT (S15 OR S10)
S17	1373	S1(5N)S6
S18	93671	S2(3N)S3
S19	27	S17(S)S18
S20	25	S19 NOT (S16 OR S15 OR S10)
S21	26	S6(5N)S18
S22	16	S21 NOT (S20 OR S16 OR S15 OR S10)
S23	45310	S4 AND S5 AND S1 AND S8
S24	7196	S18 AND S23
S25	7123	S24 NOT (S22 OR S20 OR S16 OR S15 OR S10)
S26	1	S10/TI,AB,CM
S27	15	S15/TI,AB,CM
S28	0	S26 NOT S14
S29	15	S27 NOT S14
S30	5	S17(10N)S18
S31	6	S17(15N)S18
S32	15	S29 NOT S22
S33	5	S31 NOT (S14 OR S22 OR S26)



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14/5,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01482459

Delivery of location significant advertising  
Übertragung von ortsignifikanter Werbung  
Livraison de publicite en fonction du lieu

PATENT ASSIGNEE:

Hewlett-Packard Company, (206037), 3000 Hanover Street, Palo Alto, CA  
94304, (US), (Applicant designated States: all)

INVENTOR:

Jacob, Joseph, 157 27 ST, NO 1, San Francisco, CA 94110, (US)  
Hammerstad, Diane R., 8210 NW Wynoochee Drive, Corvallis, OR 97330, (US)

LEGAL REPRESENTATIVE:

Jackson, Richard Eric et al (62281), Carpmaels & Ransford, 43 Bloomsbury  
Square, London WC1A 2RA, (GB)

PATENT (CC, No, Kind, Date): EP 1253542 A2 021030 (Basic)

APPLICATION (CC, No, Date): EP 2002252582 020411;

PRIORITY (CC, No, Date): US 844349 010427

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/60

ABSTRACT EP 1253542 A2

In order to fulfill the need for content-subsidizing advertisements to  
be different when a user's communication unit (103) is away from the  
user's home geographic location, a location attribute (409) is associated  
with advertisements (407). A current location is determined (413, 902)  
for the user's communication unit, compared (411) to the location  
attributes, and an advertisement having a location attribute matching the  
current location is delivered to the communication unit in along with  
user-desired content.

ABSTRACT WORD COUNT: 76

NOTE:

Figure number on first page: 4

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 021030 A2 Published application without search report

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200244	813
SPEC A	(English)	200244	4930
Total word count - document A			5743
Total word count - document B			0
Total word count - documents A + B			5743

...SPECIFICATION location attribute of the advertising. A simplified block  
diagram of advertisement and content publication is **shown** in FIG. 4.  
Content having a user-preferred subject matter requested by the user is  
...example advertisement 407, has the basic form and substance of the  
advertisement resident at the **advertiser** 's website in the preferred  
embodiment, so that the **advertiser** can change the advertising content  
at its convenience (although the form and substance may alternatively...

...in memory 131 at the service provider as well as an identifying URL for  
the **advertiser** 's website. When there is a match, at compare function  
411, of the advertisement location...

...uses a conventional algorithm to detect, or otherwise convert, the  
location coordinates to a ZIP **code** area. The form and **substance** of  
the **advertisement** is enabled, at logical gate 415, for placement in the  
delivery publication delivered to the...

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...is populated, at 403, with the content obtained, at 401, and the advertisement form and **substance** 407 when the **advertisement** ZIP code attribute matches the user location ZIP code.

In an alternative embodiment, an advertiser's advertisement...

14/5,K/2 (Item 2 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01230468

Customer terminal apparatus and information distribution server

Kundenendgerät und Informationsverteilungsserver

Dispositif de terminal client et serveur de distribution d'information

PATENT ASSIGNEE:

Casio Computer Co., Ltd., (249366), 6-2, Hon-machi 1-chome, Shibuya-ku,  
Tokyo, (JP), (Applicant designated States: all)

INVENTOR:

Hoshii, Toshifumi, Hamaura R & D Center, Casio Computer Co., Ltd., 3-2-1,  
Sakae-cho, Hamura-shi, Tokyo 205-8555, (JP)

Kasahara, Takeshi, Hamaura R & D Center, Casio Computer Co., Ltd., 3-2-1,  
Sakae-cho, Hamura-shi, Tokyo 205-8555, (JP)

Mizuno, Kimiyasu, Hamaura R & D Center, Casio Computer Co., Ltd., 3-2-1,  
Sakae-cho, Hamura-shi, Tokyo 205-8555, (JP)

Takahashi, Hiroki, Hamaura R & D Center, Casio Computer Co., Ltd., 3-2-1,  
Sakae-cho, Hamura-shi, Tokyo 205-8555, (JP)

Amagai, Hitoshi, Hamaura R & D Center, Casio Computer Co., Ltd., 3-2-1,  
Sakae-cho, Hamura-shi, Tokyo 205-8555, (JP)

LEGAL REPRESENTATIVE:

Grunecker, Kinkeldey, Stockmair & Schwanhauser Anwaltssozietat (100721)  
, Maximilianstrasse 58, 80538 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1067487 A2 010110 (Basic)  
EP 1067487 A3 030611

APPLICATION (CC, No, Date): EP 2000113583 000627;

PRIORITY (CC, No, Date): JP 99181306 990628; JP 99183153 990629

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G07F-007/00; G07F-017/42

ABSTRACT EP 1067487 A2

Each image print apparatus (1) is connected to a nearest base station (26) by radio, and a plurality of base stations (26) are connected to a public communication network (27). A server apparatus (28) is connected to the public communication network (27). The server apparatus (28) sends an image of advertisement information to a plurality of image print apparatuses (1) via the public communication network (27) and base stations (26), and each image print apparatus (1) additionally prints the image of advertisement information received from the server apparatus (28) on a photo image to be printed, which is designated by the customer.

ABSTRACT WORD COUNT: 103

NOTE:

Figure number on first page: 4

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 010110 A2 Published application without search report

Examination: 010110 A2 Date of request for examination: 20000627

Search Report: 030611 A3 Separate publication of the search report

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200102	1011
SPEC A	(English)	200102	6767
Total word count - document A			7778
Total word count - document B			0

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Total word count - documents A + B 7778

...SPECIFICATION device 34. In this case, the advertiser designates the advertising area upon registration.

FIG. 6 shows the master file stored in the storage device 34. A plurality of pieces of input...

...to be referred to as "records" hereinafter) are classified in units of areas using area codes, and the advertisement contents (images of advertisement information), advertisers, registration dates, and advertisement valid periods are specified by their advertisement numbers. Also, customer information which is input by the advertiser and includes tastes, genders, and ages of customers is saved in the master file.

Note...

14/5,K/3 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00919207

**HYBRID NETWORK BASED ADVERTISING SYSTEM AND METHOD  
SYSTEME ET PROCEDE D'ANNONCES BASE SUR UN RESEAU HYBRIDE**

Patent Applicant/Assignee:

REAL MEDIA, INC, 580 Virginia Drive, Suite 200, Fort Washington, PA 19034,  
US, US (Residence), US (Nationality)

Inventor(s):

BEYDA Gil, c/o Real Media, Inc., 580 Virginia Drive, Suite 200, Fort  
Washington, PA 19034, US,

BALASUBRAMANIAN Krishna, c/o Real Media, Inc., 580 Virginia Drive, Suite  
200, Fort Washington, PA 19034, US,

Legal Representative:

BLOOM Allen (agent), Dechert, P.O. Box 5218, Princeton, NJ 08543, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200252385 A2 20020704 (WO 0252385)

Application: WO 2001US50854 20011226 (PCT/WO US0150854)

Priority Application: US 2000748774 20001226

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD

SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 7523

English Abstract

The invention relates to a system and method for presenting advertisements to a user. A user network processing device transmits at least one user request for an advertisement and presents advertisements served in response to the user request for an advertisement to the user. A content provider server having a local ad delivery engine with local ad campaign data receives the user request for an advertisement and transmits an advertisement to the user in response to the user request for an advertisement. A central ad planning server having a database operable to store central ad campaign data, the central ad planning server periodically transmits at least a portion of the database to the

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content provider server to update the local ad campaign data.

#### French Abstract

L'invention concerne un systeme et un procede destines a presenter des annonces a un utilisateur. Un dispositif de traitement de reseau utilisateur emet au moins une requete utilisateur pour une annonce et presente a l'utilisateur des annonces en reponse a cette requete. Un serveur fournisseur de contenu, possedant un moteur local de distribution d'annonces avec des donnees locales de campagne d'annonces recoit la requete utilisateur pour une annonce et emet une annonce vers l'utilisateur en reponse a cette requete. Un serveur central de planification d'annonces comportant une base de donnees pouvant stocker des donnees locales de campagne d'annonces emet periodiquement au moins une partie de la base de donnees au serveur fournisseur de contenu afin de mettre a jour les donnees locales de campagne d'annonces.

#### Legal Status (Type, Date, Text)

Publication 20020704 A2 Without international search report and to be republished upon receipt of that report.

#### Fulltext Availability:

Detailed Description

#### Detailed Description

... third party domain and provides click through tracking prior to directing the user to the **advertiser**'s Web site (e.g., **ad** Lcom).

Some **content** providers rewrite the HTML **code** to provide internal click through tracking as shown in the HTML fragment below.

<A HREF...

14/5,K/4 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00876811 \*\*Image available\*\*

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR DEVICE, OPERATING SYSTEM, AND NETWORK TRANSPORT NEUTRAL SECURE INTERACTIVE MULTI-MEDIA MESSAGING SYSTEME, PROCEDE ET PRODUIT PROGRAMME D'ORDINATEUR POUR APPAREIL, SYSTEME D'EXPLOITATION ET MESSAGERIE MULTIMEDIA INTERACTIVE RESEAU, NEUTRE ET SECURISEE

#### Patent Applicant/Assignee:

STORYMAIL INC, 15729 Los Gatos Boulevard, Los Gatos, CA 95032, US, US  
(Residence), US (Nationality)

#### Inventor(s):

ILLOWSKY Daniel H, 21363 Dexter, Cupertino, CA 95014, US,  
WENOCUR Michael L, 4057 Amaranta Avenue, Palo Alto, CA 94306, US,  
BALDWIN Robert W, 990 Amarillo Avenue, Palo Alto, CA 94303, US,  
SAXBY David B, 14946 Granite Court, Saratoga, CA 95070, US,

#### Legal Representative:

ANANIAN R Michael (et al) (agent), Flehr Hohbach Test Albritton & Herbert LLP, 4 Embarcadero Center, Suite 3400, San Francisco, CA 94111-4187, US

#### Patent and Priority Information (Country, Number, Date):

Patent: WO 200210962 A1 20020207 (WO 0210962)

Application: WO 2001US23713 20010727 (PCT/WO US0123713)

Priority Application: US 2000627357 20000728; US 2000627358 20000728; US 2000627645 20000728; US 2000628205 20000728; US 2000706606 20001104; US 2000706609 20001104; US 2000706610 20001104; US 2000706611 20001104; US 2000706612 20001104; US 2000706613 20001104; US 2000706614 20001104; US 2000706615 20001104; US 2000706616 20001104; US 2000706617 20001104; US 2000706621 20001104; US 2000706661 20001104; US 2000706664 20001104; US 2001271455 20010225; US 2001912715 20010725; US 2001912936 20010725; US

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2001912905 20010725; US 2001912773 20010725; US 2001912885 20010725; US  
2001912860 20010725; US 2001912941 20010725; US 2001912901 20010725; US  
2001912772 20010725

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD  
SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 169299

#### English Abstract

System, method, signal, operating model, and computer program for electronic messaging. Systems and method for providing security for communication of electronic messages, interactive sessions, software downloads, software upgrades, and other content from a source to a receiving device as well as signals used for such communications (304, 309, 308, 324, 342, 338, 334, 330, 326). Systems, methods, signals, device architectures, data formats, and computer program structures for providing authentication, integrity, confidentiality, non-repudiation, replay protection, and other security properties while minimizing the network (306) bandwidth, computational resources and manual user interactions (314) required to install, enable, deploy and utilize these security properties. System, device, method, computer program, and computer program product for searching and selecting data and control elements in message procedural/data sets for automatic and complete portrayal of message to maintain message intent.

#### French Abstract

Systeme, procede, signal, modele operatoire et programme d'ordinateur pour messagerie electronique. Systemes et procede permettant de securiser la communication de donnees de messages electroniques, sessions interactives, telechargements de logiciels, mises a jour de logiciels et autres contenus d'une source a un appareil recepteur ; signaux utilises pour ce type de communication (304, 309, 308, 324, 342, 338, 334, 330, 326). Systemes, procedes, signaux, architectures d'appareils, formats de donnees et structures de programmes d'ordinateur assurant l'authentification, l'integrite, la confidentialite, la non-repudiation, la protection contre la reinsertion ainsi que d'autres proprietes de securite tout en reduisant la bande passante du reseau (306), ressources informatiques et interactions manuelles de l'utilisateur (314) requises pour l'installation, l'activation, le deploiement et l'utilisation de ces proprietes de securite. Systeme, appareil, procede, programme d'ordinateur et produit programme d'ordinateur permettant de rechercher et de selectionner des elements de donnee et de commande dans des procedures relatives aux messages et des ensembles de donnees pour obtenir une representation automatique et complete du message et preserver l'intention du message.

#### Legal Status (Type, Date, Text)

Publication 20020207 A1 With international search report.

Publication 20020207 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Examination 20030116 Request for preliminary examination prior to end of 19th month from priority date

June 23, 2003

Fulltext Availability:  
Detailed Description

Detailed Description

... almost all picture quality has been lost if necessary to maintain continuous operation. For an **advertiser** promoting a high-end product, such as example a diamond ring, it is very important...machine and a Response Server machine using the Secure Response Protocol. For example, the an **advertisement message** could include a button that the user presses to connect to the a merchant server...

14/5,K/5 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00807379 \*\*Image available\*\*

METHOD AND SYSTEM FOR ENABLING OPTIONAL CUSTOMER ELECTION OF AUXILIARY  
CONTENT PROVIDED ON DETACHABLE LOCAL STORAGE MEDIA  
PROCEDE ET SYSTEME POUR ACTIVER LE CHOIX D'UN CLIENT D'UN CONTENU  
SECONDAIRE FOURNI SUR UN SUPPORT DE STOCKAGE LOCAL AMOVIBLE

Patent Applicant/Assignee:

SONY COMPUTER ENTERTAINMENT AMERICA, 919 East Hillsdale Blvd., 2nd Floor,  
Foster City, CA 94404, US, US (Residence), US (Nationality)

Inventor(s):

CHATANI Masayuki, Sony Computer Entertainment America, 919 East Hillsdale  
Blvd., 2nd Floor, Foster City, CA 94404, US,  
HOUSE Andrew J, Sony Computer Entertainment America, 919 East Hillsdale  
Blvd., 2nd Floor, Foster City, CA 94404, US,

Legal Representative:

DERGOSITS Michael E (agent), Dergosits & Noah LLP, Four Embarcadero  
Center, Suite 1150, San Francisco, CA 94111, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200140948 A1 20010607 (WO 0140948)

Application: WO 2000US32737 20001201 (PCT/WO US0032737)

Priority Application: US 99452811 19991202

Designated States: AU BR CA CN KR MX NZ RU SG

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Main International Patent Class: G06F-011/30

International Patent Class: G06F-017/60; H04N-007/14

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8259

English Abstract

When a user access a server (10) from a client game console (70) over a network (50), desirable primary content such as a movie or music from a contents data base (30) and user information from a user database (20) are downloaded into the game console (70). Auxiliary content such as advertisements stored in a storage media (80) is customized based on the user information and played back by the game console (70). The playback record of the auxiliary content is used as a basis for billing the user and advertisers.

French Abstract

Selon l'invention, lorsqu'un utilisateur accede a un serveur (10) a partir d'une console de jeu (70) cliente sur un reseau (50), un contenu primaire voulu, par exemple un film ou une musique, a partir d'une base de donnees de contenu ((30), ainsi que des informations utilisateur, a partir d'une base de donnees utilisateur (20), sont telecharges dans la console de jeu (70). Le contenu secondaire, par exemple des publicites stockees dans le support de stockage (80), est personnalise sur la base

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des informations utilisateurs et lu par la console de jeu (70).  
L'enregistrement de lecture du contenu secondaire sert de base a la  
facturation de l'utilisateur et des annonceurs publicitaires.

Legal Status (Type, Date, Text)

Publication 20010607 A1 With international search report.

Claim Mod 20010927 Later publication of amended claims under Article 19  
received: 20010518

Republication 20010927 A1 With international search report.

Republication 20010927 A1 With amended claims.

Examination 20011115 Request for preliminary examination prior to end of  
19th month from priority date

Fulltext Availability:

Detailed Description

Detailed Description

... are

established on the server side, the first containing desired  
valuable media content such as **movies**, a second database  
made up of commercial content, and a third database made up  
of customer identifying information. Should the customer  
elect not to view the **commercial content**, a full fee is  
**assessed**, whereas if the customer accepts and views the  
auxiliary content, accessing of the valuable content...

...made possible, in which case the

revenues for the valuable content are paid for by  
**advertisers**. Although these systems do offer the customer  
the option of disabling advertisements, with fees to...

...customer for viewing content being adjusted accordingly,

nevertheless such systems require a high investment to  
**advertisers** since the **advertisers** must be responsible for  
set up and maintenance of the server side advertisement  
database, either...

...coordination with the main content provider. Clearly, a  
more flexible and lower cost alternative to **advertisers**  
therefore would be desirable.

Other methods by which advertisers are able to get  
their messages...

14/5,K/6 (Item 4 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00807354 \*\*Image available\*\*

DATA PROCESSING SYSTEM FOR TARGETED CONTENT

SYSTEME INFORMATIQUE A CONTENU CIBLE

Patent Applicant/Assignee:

ZEDO INC, Suite 1, 236 Clara Street, San Francisco, CA 94107, US, US  
(Residence), US (Nationality)

Inventor(s):

BOTELHO Alfredo Agnelo Judas Sebastiao do Rosario, 1461 El Camino Real  
#1, Burlingame, CA 94010, US,

DE SOUZA Roy Sunil, 1375A De Haro Street, San Francisco, CA 94107, US,

Legal Representative:

MAGEN Burt (agent), Fliesler, Dubb, Meyer and Lovejoy LLP, Suite 400,  
Four Embarcadero Center, San Francisco, CA 94111-4156, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200140920 A1 20010607 (WO 0140920)

Application: WO 2000US42526 20001201 (PCT/WO US0042526)

Priority Application: US 99168853 19991202; US 2000236673 20000929

June 23, 2003

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-003/00

International Patent Class: G06F-015/16; G06F-017/60; G06F-015/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 11373

#### English Abstract

The present invention changes the traditional advertisement targeting process to a "pull" system of advertising, where users (112) (e.g. consumers) decide what type of advertisements (or other content) they want to view. The user chooses one or more ad category preferences and the present invention serves one or more advertisements grouped within the chosen ad category preference(s) to a client device (112) operated by the user. To serve the ad (106), the system builds a URL that includes a concatenation of information from a set of cookies. The URL is then used to locate the ad to be served (106). In one embodiment, the presence of a cookie with valid data is used as an indication that an advertisement according to the present invention should be served.

#### French Abstract

La presente invention permet de modifier le processus traditionnel de ciblage publicitaire en un systeme de publicite a selection dans lequel les utilisateurs (112) (c'est-a-dire les consommateurs) decident quel type d'annonces publicitaires (ou d'autres contenus) ils souhaitent regarder. L'utilisateur choisit une ou plusieurs categories de preferences et la presente invention sert une ou plusieurs annonces publicitaires groupees dans la categorie de preference publicitaire choisie a un dispositif (112) client utilise par l'utilisateur. A cet effet, le systeme construit une URL comprenant une concatenation d'informations a partir d'un ensemble de fichiers caches. L'URL est ensuite utilisee pour localiser l'annonce devant etre servie (106). Dans un mode de realisation, on utilise la presence d'un fichier cache contenant des donnees valides comme indiquant la necessite de servir une annonce publicitaire selon l'invention.

#### Legal Status (Type, Date, Text)

Publication 20010607 A1 With international search report.

Publication 20010607 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Examination 20011004 Request for preliminary examination prior to end of 19th month from priority date

#### Fulltext Availability:

Detailed Description

#### Detailed Description

... served. In step 300, the browser on the client device initially loads a Java Script **program** that renders the AdRemote discussed above. In step 302, the Java Script **program** checks to see whether a user has selected a category/subcategory preference by retrieving a...

...by the client device in step 308 and displayed in step 310.

Accordingly, **advertisers** with targeted **content** or targeted **ads** can



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be charged - 23 a higher CPM **rate** since their **ads** are reaching a targeted audience. An example of non-targeted content includes a traditional ad...

14/5,K/7 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00802103 \*\*Image available\*\*  
SYSTEMS AND METHODS FOR AWARDING AFFINITY POINTS BASED UPON REMOTE CONTROL  
USAGE

SYSTEMES ET PROCEDES DE RECOMPENSE PAR DES POINTS D'AFFINITE FONDES SUR  
L'UTILISATION D'UNE TELECOMMANDE

Patent Applicant/Assignee:

EVOLVE PRODUCTS INC, 152 Technology Drive, #200, Irvine, CA 92618, US, US  
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

O'DONNELL Frank, 9112 Vista Green Ways, #102, Las Vegas, NV 89104, US, US  
(Residence), -- (Nationality), (Designated only for: US)

THOMPSON Brandt J, 5 Amador, Newport Coast, CA 92657, US, US (Residence),

-- (Nationality), (Designated only for: US)

DARBEE Paul V, 9852 Brentwood, Santa Ana, CA 92705, US, US (Residence),

-- (Nationality), (Designated only for: US)

Legal Representative:

VIGIL Thomas R (agent), Vigil & Associates, 836 South Northwest Highway,  
Barrington, IL 60010, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200135663 A1 20010517 (WO 0135663)

Application: WO 2000US41496 20001024 (PCT/WO US0041496)

Priority Application: US 99426663 19991025

Parent Application/Grant:

Related by Continuation to: US 99426663 19991025 (CON)

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DZ EE ES FI GB GE GH GM HU ID IL IS JP KE KG KP KR KZ LC LK LR LS

LT LU LV MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM

TR TT UA UG US UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: H04N-007/16

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 5534

English Abstract

Systems and method for providing and promoting television programming, advertisements, and other content to selected viewers. A display (14) is provided on a remote control device (10), prompts are monitored, stored in memory, and thereafter processed to reward viewers for responding properly to the prompts. Various methods for promoting such programs are also described.

French Abstract

L'invention se rapporte a des systemes et a un procede permettant de delivrer et de promouvoir une certaine programmation d'emissions televisees, de publicites et autres contenus destines a des telespectateurs selectionnes. Une telecommande (10) est pourvue d'un afficheur (14) et des invites sont controlees, enregistrees en memoire puis traitees de sorte que les telespectateurs sont recompenses lorsqu'ils repondent correctement a ces invites. L'invention se rapporte

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a divers procedes visant a promouvoir de tels programmes.

Legal Status (Type, Date, Text)

Publication 20010517 A1 With international search report.

Publication 20010517 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Examination 20011018 Request for preliminary examination prior to end of 19th month from priority date

Fulltext Availability:

Detailed Description

Detailed Description

... a viewer may be prompted to answer one or more questions about a selected television **program**, advertisement, or other content, that is provided either on the display 14 of the remote control device 12 or on an associated television set (not **shown**), and the user may be rewarded for providing the response. The response may take the form of an evaluation or **rating** of the **program**, **advertisement**, or **content** that has been provided to the viewer, or the response might require the use, analysis, or memory of information provided in the **program**, advertisement, or other content. As an example, the viewer may be prompted to enter a numeric value corresponding for a level of satisfaction with a current television **program** or advertisement, or the user may be prompted to cast a vote for or against...

...on the news. Thus, the systems and methods of the present invention allow for broadcasters, **advertisers**, and the like to obtain tremendous amounts of feedback from the viewing public without interrupting...

14/5,K/8 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00799768 \*\*Image available\*\*

**CONTENTS DISTRIBUTING APPARATUS**

**APPAREIL DE DISTRIBUTION DE CONTENUS**

Patent Applicant/Assignee:

CASIO COMPUTER CO LTD, 6-2, Hon-machi 1-chome, Shibuya-ku, Tokyo 151-8543  
, JP, JP (Residence), JP (Nationality)

Inventor(s):

KAMIYA Mitsuharu, 1366-85, Nakagamicho, Akishima-shi, Tokyo 196-0022, JP,

Legal Representative:

SUZUYE Takehiko (et al) (agent), Suzuye & Suzuye, 7-2, Kasumigaseki  
3-chome, Chiyoda-ku, Tokyo 100-0013, JP,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200133329 A1 20010510 (WO 0133329)

Application: WO 2000JP7381 20001023 (PCT/WO JP0007381)

Priority Application: JP 99309989 19991029; JP 200017464 20000126

Designated States: CN KR

(EP) DE FI FR GB IT SE

Main International Patent Class: G06F-003/12

International Patent Class: H04N-001/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 28791

English Abstract

A printing service system (100) comprises a portal site computer 2

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connected to a portable terminal (3) and a print station (6) via a network. The portal site computer (2) transmits the contents of which reservation for printing has been made by the portable terminal (3) to the print station (6) via the network, and prints out them. The portal site computer (3) establishes a printing reservation site for reserving printing of contents via the network, and stores reservation information on contents in which the portable terminal (3) accesses to the printing reservation site, thereby making a reservation for printing, corresponding to user identification information on the portable terminal (3). When the portal site computer (2) receives the user identification information transmitted from the print station (6), it reads the reservation information on the contents corresponding to the received user identification information. Then, the portal site computer (2) transmits the contents corresponding to the read reservation information to the print station (6). Thus, a place for requesting contents and a place for reserving contents printout are not constrained.

#### French Abstract

Cette invention se rapporte a un systeme de services d'impression (100), qui comprend un ordinateur de site portail (2) connecte a un terminal portable (3) et a une station d'impression (6) via un reseau. L'ordinateur de site portail (2) transmet les contenus dont une reservation pour impression a ete faite par le terminal portable (3) a la station d'impression (6) via le reseau et imprime ces contenus. L'ordinateur de site portail (3) etablit un site de reservation d'impression servant a reserver une impression de contenus via le reseau, et stocke ces informations de reservation relatives a des contenus, pour lesquels le terminal portable (3) accede au site de reservation d'impression de facon a effectuer une reservation pour impression, correspondant aux informations d'identification d'utilisation se trouvant sur le terminal portable (3). Lorsque l'ordinateur de site portail (2) recoit les informations d'identification d'utilisateur transmises par la station d'impression (6), il effectue la lecture de ces informations de reservation relatives aux contenus correspondant aux informations d'identification d'utilisateur recues. Ensuite, l'ordinateur de site portail (2) transmet a la station d'impression (6) les contenus correspondant aux informations de reservation ainsi lues. Ainsi, la place pour la requete de contenus et la place pour la reservation d'impression de contenus ne sont pas restreintes.

#### Legal Status (Type, Date, Text)

Publication 20010510 A1 With international search report.

Publication 20010510 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

#### Fulltext Availability:

Detailed Description

#### Detailed Description

... information

provider computer 4 that provides the contents for printing service, The storage items, as **shown** in FIG, 12, include an information company ID,, the year,, month, and days of utilization...

...proprietor computer 5 that provides the advertisement contents for printing service. The storage items, as **shown** in FIG, 13, include an advertisement company ID, the year, month and days of advertising...

...form) type, the number of advertising surfaces, the number of advertising copies, a utilization station **code** , and a user member **code** ,  
The **advertisement contents** file 20 stores

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information concerning advertisement contents for printing service. The storage items, as **shown** in FIG, 14, include an advertisement company ID, an advertisement contents URL, a classification of...

...of putting an advertisement, an advertising area classification 1, an advertising area classification 2, an **advertiser** gender, a lower limit of **advertiser** 's age, an upper limit of **advertiser** 's age, the date of **advertiser** 's birth, an **advertiser** 's occupation classification 1, an **advertiser** 's occupation classification 2, an **advertiser** 's content 1. an **advertiser** 's content 2, an advertising limitation area classification 1, an advertising limitation area classification 2...  
...and an advertising limitation contents company 2,  
NOW, a configuration of the portable terminal 3 **shown** in FIG, 1 will be described with reference to a block diagram depicted in FIG...

14/5,K/9 (Item 7 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00762395 \*\*Image available\*\*

**A METHOD AND SYSTEM FOR COMMUNICATING WITH A TARGETED AUDIENCE  
PROCEDE ET SYSTEME POUR COMMUNIQUER AVEC UNE AUDIENCE CIBLE**

Patent Applicant/Assignee:

M T OR ENTERPRISES LTD, System Integration Solutions, Shprintzak Street 17, 64738 Tel Aviv, IL, IL (Residence), IL (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

OR Tal, Shprintzak Street 17, 64738 Tel Aviv, IL, IL (Residence), IL (Nationality), (Designated only for: US)

Legal Representative:

EITAN PEARL LATZER & COHEN-ZEDEK, Gav Yam Center 2, Shenkar Street 7, 46725 Herzlia, IL

Patent and Priority Information (Country, Number, Date):

Patent: WO 200075801 A1 20001214 (WO 0075801)

Application: WO 2000IL313 20000531 (PCT/WO IL0000313)

Priority Application: US 99137794 19990603

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE

DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC

LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI

SK SL TJ TM TR TT TZ UA UG US VU YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-015/16

International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 5533

**English Abstract**

A method for communicating with a targeted audience is provided. The method includes the steps of identifying the targeted audience (302); determining the subject matter of interest to the targeted audience (304); inserting the subject matter of interest data into a video stream

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being transmitted to the targeted audience, thereby amending the video stream; and displaying the amended video stream to the targeted audience.

French Abstract

L'invention concerne un procede pour communiquer avec une audience cible. Le procede consiste a identifier l'audience (302) cible; a determiner le domaine d'interet de l'audience (304) cible; a inserer le domaine cible dans un flux video transmis a l'audience cible en modifiant ainsi le flux video; et a montrer le flux video ainsi modifie a l'audience cible.

Legal Status (Type, Date, Text)

Publication 20001214 A1 With international search report.

Publication 20001214 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments.

Examination 20010412 Request for preliminary examination prior to end of 19th month from priority date

Fulltext Availability:

Claims

Claim

... management server 1 1 0 and the gateway 150 and the Internet 152 which is **shown** for exemplary purposes only as the communications hub, through which PPP connections may be made...

...the call from the caller to the recipient as well as the processing customer and **advertiser** information. The remote management center 1 1 0 receives information 1 5 from **advertisers** 112, information regarding clients 114, billing information from the telephone carriers 1 1 6. The ...

...processes the customer requests to the call center 1 1 8, billings to customers and **advertisers** 120 and can supply statistical information to the **advertisers** 122.

It will be appreciated that any communication system such as mobile phones may be...user response include at least one of the following methods: Calling back to the user, **showing** other screen for further selection or for giving other information, giving access to the Internet...

...management center automatically. This information can be used for statistical purposes and for enabling the **advertisers** to better target the user, to analyze responses from the market, and to control the **advertisement messages rating**.

Image recognition and voice recognition can be combined and integrated into the communication system and...

...by pressing a "Call-Me" button, for example. The destination for this pressing is pre- **programmed** by the service operator, and can be changed from remote site by the service operator...

14/5,K/10 (Item 8 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00748757 \*\*Image available\*\*

INTERNET ADVERTISING WITH CONTROLLED AND TIMED DISPLAY OF AD CONTENT

PUBLICITE SUR INTERNET AVEC AFFICHAGE CONTROLE ET A DUREE LIMITEE DU  
CONTENU DE LA PUBLICITE

Patent Applicant/Assignee:

AMERICOMUSA, Suite 221, 1303 Grand Avenue, Arroyo Grande, CA 93420, US,  
US (Residence), US (Nationality)

Inventor(s):

CEZAR Robert M, 1003 Acorn Drive, Arroyo Grande, CA 93420, US  
HEINTZ James, 277 El Portal Drive, Pismo Beach, CA 93449, US

June 23, 2003

MENE Mario, Via Tripoli, 1, I-66026 Ortona, IT  
CARAMICO Luigi, Via de Valle Aurelia, 73, I-00136 Rome, IT

Legal Representative:

HYNES William M, Townsend and Townsend and Crew LLP, 8th floor, Two  
Embarcadero Center, San Francisco, CA 94111, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200062173 A1 20001019 (WO 0062173)

Application: WO 2000US9663 20000411 (PCT/WO US0009663)

Priority Application: US 99291785 19990414; US 99335384 19990617; US  
2000488666 20000120

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE

DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC

LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK

SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-013/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 25148

English Abstract

A non-scrolling ad display (16) is lodged in a website (A) to cause browsers (B) hitting the website to undertake centrally controlled and recorded ad display for guaranteed minimum timed intervals. The system enables precise controlled advertising to each web page viewing browser (B) and accurate advertising budgeting and programming which can be monitored and upgraded to meet marketing needs. The components participating in the system include a website at a webserver (M) for transmitting a page with code for installing a non-scrolling ad frame (16). Ad content for the non-scrolling ad frame (16) each have individual timers for timing out commencing with display at the browser and an Internet address for fetching by the browser (B). A central controller with a firewall (M) protected data base (D) directs non-scrolling frame set up in the browser (B); generates, dispenses and interrogates for unique browser identifiers; maintains records associated with the unique browser identifiers indicating ads displayed and ads available for display; and, finally dispatches to inquiring browsers ad content addresses. The data base (D) provides an audit trail from which websites can be compensated for ad display and advertisers billed for the ad display.

French Abstract

L'invention concerne un affichage de publicite sans defilement (16) sur un site Web (A) permettant a des explorateurs (B) positionnes sur le site Web d'assurer l'affichage de publicite controlee et enregistree centralement pendant des intervalles de temps minimum garantis. Le systeme permet l'affichage de publicite controlee avec precision via chaque explorateur de page Web (B) ainsi que la budgetisation et la programmation precises de publicite, avec possibilite de surveillance et d'actualisation en fonction des besoins de marketing. Le systeme est constitue d'un site Web sur un serveur Web (M), pour assurer la transmission d'une page avec code permettant d'installer une image de publicite sans defilement (16). Chaque contenu publicitaire pour ce type d'image (16) comporte des temporisateurs individuels aux fins de chronometrage des le debut de l'affichage au niveau de l'explorateur, et une adresse Internet susceptible d'etre recuperee par l'explorateur (B). Une unite de commande centrale fonctionnant avec une base de donnees (D) protegee par garde-barriere (M) oriente la structure d'image sans defilement dans l'explorateur (B); etablit, distribue et interroge les

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identificateurs d'explorateur uniques; maintient des enregistrements associes aux identificateurs en question indiquant les publicites affichees et les publicites disponibles a l'affichage; et, enfin, fournit les adresses de contenu publicitaire aux explorateurs qui lancent les interrogations. La base de donnees (D) fournit une liste de controle a partir de laquelle peut s'effectuer la compensation des sites Web pour l'affichage de publicite et la facturation des annonceurs pour les publicites presentees.

Legal Status (Type, Date, Text)

Publication 20001019 A1 With international search report.

Examination 20010419 Request for preliminary examination prior to end of 19th month from priority date

Fulltext Availability:

Detailed Description

Detailed Description

... in ad is shown. This is the only ad code that is loaded from the advertiser webserver C to browser B. In this example, a timer is not present. However, a typical timer is shown in the code of Section III.

The code transmitted for ad content 16 is shown. The address to obtain the ad content is labeled. Likewise, the timer...

14/5,K/11 (Item 9 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00408494 \*\*Image available\*\*

**INFORMATION AT TV-TRANSMISSION**

**AFFICHAGE D'INFORMATIONS LORS DE LA TRANSMISSION TELEVISUELLE**

Patent Applicant/Assignee:

TELIA AB,

Inventor(s):

MAGNUSSON Peter,

BENGTTSSON Leif,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9749239 A1 19971224

Application: WO 97SE872 19970527 (PCT/WO SE9700872)

Priority Application: SE 962504 19960620

Designated States: NO AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: H04N-007/08

International Patent Class: H04N-07:16; H04N-05:272

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 2297

English Abstract

The invention relates to a method at digital TV which makes possible digital generated advertisement messages which are selected depending on existing receiver segment. The invention results in that one and the same advertisement display or corresponding picture surface can show different advertisement messages which are unique for different customer categories and which i.a. are based on which customer segment the owner of the decoder included in the system is registered to. In this way one and the same advertising space can be sold by the operator at one and the same point of time to a multiple of different advertisers. The invention applies to digital TV-transmission and is based on that one identifies different predefined objects in the image, such as for instance a display with a unique colour, in connection with the digital coding by identification of pattern, performed at the transmission of images. When a display has been identified at said coding, information is applied and

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the reference number of the advertisement that shall be presented, and how it shall be presented. When this information is received by the respective TV-viewer, a decoding is made in his/her decoder. When the information has been identified, the decoder makes a search in a table where it searches for the received reference number. In the table the original form of the advertisement display can be read and, depending on which customer segment the viewer belongs to, it also memorises which advertiser's advertisement shall be shown on the display.

#### French Abstract

L'invention concerne un procede de television numerique permettant l'affichage de messages publicitaires d'origine numerique qui sont selectionnes en fonction d'un segment de recepteur existant. Grace a l'invention, un seul et meme ecran publicitaire ou une seule et meme surface d'image correspondante peut afficher differents messages publicitaires qui sont uniques pour differentes categories de consommateurs et qui sont cibles en fonction du segment de consommateurs dans lequel figure le proprietaire du decodeur inclus dans le systeme. Ainsi, un seul et meme espace publicitaire peut etre vendu par l'exploitant, pour un seul et meme creneau horaire, a de multiples annonceurs differents. Cette invention s'applique a la transmission televisuelle numerique et permet, dans le cadre du codage numerique par reconnaissance des formes effectue lors de la transmission des images, d'identifier dans l'image differents objets predefinis, tels que par exemple l'affichage d'un message en une seule couleur. Lorsqu'un message a ete identifie lors de ce codage, on introduit les informations ainsi que le numero de reference de la publicite qui sera diffusee, avec les modalites de sa diffusion. Lorsque ces informations sont recues au niveau du telespectateur respectif, un decodage s'effectue dans son decodeur. Lorsque ces informations ont ete identifiees, le decodeur effectue une recherche dans une table ou il cherche le numero de reference recu. Cette table permet de visualiser la forme initiale du message publicitaire et, en fonction du segment de consommateurs auquel appartient le telespectateur, de memoriser quelle publicite de l'annonceur sera diffusee sur l'ecran.

Fulltext Availability:  
Detailed Description

#### Detailed Description

... for different categories of customers. This will imply that the same advertisement display or corresponding **picture** surface in the real not **coded picture** material **shows** different **advertisement messages** depending on to which customer category the owner of the decoder (the setup box) is...

...an operator at one and the same point of time to a multiple of different **advertisers**. This 3S transmitted advertisement however will not be presented to all viewers, but only to the customer categories the **advertisers** have paid for.

The invention consequently is applicable to digital TV transmissions (DVE). At digital...

14/5,K/12 (Item 10 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00133723 \*\*Image available\*\*

TELEVISION PROGRAM TRANSMISSION VERIFICATION METHOD AND APPARATUS  
PROCEDE ET APPAREIL DE VERIFICATION DE LA TRANSMISSION D'UN PROGRAMME DE  
TELEVISION



June 23, 2003

Patent Applicant/Assignee:

GREENBERG Burton L,  
FITZKEE Hillard L,

Inventor(s):

GREENBERG Burton L,  
FITZKEE Hillard L,

Patent and Priority Information (Country, Number, Date):

Patent: WO 8606239 A1 19861023  
Application: WO 85US1996 19851014 (PCT/WO US8501996)  
Priority Application: US 85325 19850415

Designated States: AT BE CH DE FR GB IT JP LU NL SE US

Main International Patent Class: H04N-007/093

International Patent Class: H04N-07:087; H04N-07:10

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 6375

English Abstract

A method and apparatus for verifying the proper airing of television programs having a digital identification code recorded on a preselected scan line which is not normally visible to the television viewer. A plurality of television channels are automatically simultaneously monitored by a primary monitoring system (50, 70, 52, 56, 58) at a site (30) within the reception area and broadcast encoded programs are identified and timed and appraised as to their audio and video signal quality. The information generated is stored locally for later comparison with centrally stored (62) information specifying the programs that should have been aired. Each of the channels is sequentially monitored for a preselected fixed time interval, which depends on the number of channels being monitored, under the control of a programmable sequential controller (54). A secondary monitoring system (50A, 70A, 52A, 56A, 58A) is provided for use as a backup or for monitoring cable channels. A recorder (74) responsive to a code recorded in the program signal, is provided for locally recording the final portion of the program.

French Abstract

Un procede et un appareil permettent de verifier si des programmes de television ayant un code numerique d'identification enregistre sur une ligne de balayage preselectionnee en general invisible pour le telespectateur sont correctement transmis. Une pluralite de canaux de television sont controles automatiquement et simultanement par un systeme primaire de controle (50, 70, 52, 56, 58) a un endroit (30) situe dans la zone de reception, et des programmes codes transmis sont identifies, minutes et evalues pour ce qui est de la qualite de leurs signaux audio et video. Les informations generees sont localement enregistrees afin d'etre comparees par la suite avec des informations centralement enregistrees (62) concernant les programmes qui auraient du etre transmis. Chaque canal est controle successivement pendant une periode fixe preselectionnee qui depend du nombre de canaux a controler sous la commande d'une unite sequentielle programmable de commande (54). Un systeme secondaire de controle (50A, 70A, 52A, 6A, 58A) sert de systeme de reserve ou de controle de canaux de television par cable. Un enregistreur (74) sensible a un code enregistre dans les signaux du programme enregistre localement la derniere partie du programme.

Fulltext Availability:

Detailed Description

Detailed Description

... followed by the 8

alphanumeric characters ISCI identification code that uniquely identifies the commercial or **program**. Each character is encoded as an 8 bit byte one bit of

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which is not used. Ninth and tenth 8 bit characters are provided which are used in identifying local **advertisers** named at the end of a commercial and /or the name of the **program** in the case of commercials included in a syndicated TV **program** ,  
In some commercials the name and addresses of local sources of a nationally advertized product...

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22/5,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01541601

Improvements in or relating to communication networks and methods of  
distributing information around the network  
Verbesserungen in oder in Beziehung zu Kommunikationsnetzen und Verfahren  
zur Informationsverteilung in einem Netzwerk  
Ameliorations du ou par rapport au reseaux de communication et procede pour  
la distribution d'informations dans un reseau

PATENT ASSIGNEE:

Nokia Corporation, (2963881), Keilalahdentie 4, 02150 Espoo, (FI),  
(Applicant designated States: all)

INVENTOR:

Altonen, Janne, Hirvikoirankatu 15, 20900 Turku, (FI)

LEGAL REPRESENTATIVE:

Read, Matthew Charles (47911), Venner Shipley & Co. 20 Little Britain,  
London EC1A 7DH, (GB)

PATENT (CC, No, Kind, Date): EP 1284576 A2 030219 (Basic)

APPLICATION (CC, No, Date): EP 2002255431 020802;

PRIORITY (CC, No, Date): GB 120134 010817

DESIGNATED STATES: AT; BE; BG; CH; CY; CZ; DE; DK; EE; ES; FI; FR; GB; GR;  
IE; IT; LI; LU; MC; NL; PT; SE; SK; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-007/16

ABSTRACT EP 1284576 A2

The invention provides a communications network comprising one or more  
network devices arranged to distribute items of information content  
around the network to end user terminals connected to the network,  
wherein the network is arranged to monitor the real time end user  
popularity of individual items of information content and wherein the  
network is arranged to provide an opportunity to instantaneously change  
the information provided to end user terminals based on the real time end  
user popularity of an item of information content.

ABSTRACT WORD COUNT: 84

NOTE:

Figure number on first page: 1

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 030219 A2 Published application without search report

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200308	1382
SPEC A	(English)	200308	3081
Total word count - document A			4463
Total word count - document B			0
Total word count - documents A + B			4463

...SPECIFICATION on the network by counting the number of users accessing a  
particular item of information content. This is assessed against  
criterion set by advertisers, these criterion also being stored on the  
device 20. If a particular criterion is met...

22/5,K/2 (Item 2 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2003 European Patent Office. All rts. reserv.

01335294

A system and related methods for tracking and managing content distribution  
System und verwandte Verfahren zum Verfolgen und Verwalten der Auslieferung  
von Inhalten

June 23, 2003

**Système et méthodes associées pour suivre et contrôler la distribution de contenu**

**PATENT ASSIGNEE:**

Hewlett-Packard Company, (206037), 3000 Hanover Street, Palo Alto, CA 94304, (US), (Applicant designated States: all)

**INVENTOR:**

Smith, Donald X, II, 2990 NW Acacia Place, Corvallis, OR 97330, (US)  
Gupta, Aloke, 3630 NW Twinberry Place, Corvallis, OR 97330, (US)

**LEGAL REPRESENTATIVE:**

Jackson, Richard Eric et al (62281), Carpmiels & Ransford, 43 Bloomsbury Square, London WC1A 2RA, (GB)

PATENT (CC, No, Kind, Date): EP 1139258 A1 011004 (Basic)

APPLICATION (CC, No, Date): EP 2001302430 010315;

PRIORITY (CC, No, Date): US 539303 000330

DESIGNATED STATES: DE; FR; GB; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/60

**ABSTRACT EP 1139258 A1**

A document delivery system (10) includes a data store (120) of received content objects and a virtual editor (506) to dynamically generate a personalized publication for requesting users. The virtual editor (506) selectively retrieves one or more of the received content objects to construct a personalized publication for a requesting user based, at least in part, on an accessed personal profile (602) associated with the requesting user. The virtual editor distributes select content to the requesting user (15000), and accounts to the content providers (50, 80) based, at least in part, on information received from virtual sensors (35000).

ABSTRACT WORD COUNT: 99

**NOTE:**

Figure number on first page: 1

**LEGAL STATUS (Type, Pub Date, Kind, Text):**

Application: 011004 A1 Published application with search report

Examination: 020522 A1 Date of request for examination: 20020311

LANGUAGE (Publication,Procedural,Application): English; English; English

**FULLTEXT AVAILABILITY:**

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200140	639
SPEC A	(English)	200140	10450
Total word count - document A			11089
Total word count - document B			0
Total word count - documents A + B			11089

...SPECIFICATION maintains royalty calculation and display agreements for select content providers (e.g., artists), the advertising **rates** for other **content** providers (e.g., **advertisers** ), subscription information for select users, and the like. Periodically, contract administrator 524 accesses one or...

22/5,K/3 (Item 3 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

(c) 2003 European Patent Office. All rts. reserv.

01242279

**A SYSTEM AND RELATED METHODS FOR AUTOMATICALLY DETERMINING MEDIA TYPE IN A PRINTING DEVICE MEDIA TRAY**

**SYSTEM UND VERFAHREN ZUR AUTOMATISCHEN FESTSTELLUNG DER MEDIENART IM PAPIERFACH EINES DRUCKERS**

**SYSTEME ET PROCEDES APPARENTES PERMETTANT DE DETERMINER AUTOMATIQUEMENT UN TYPE DE SUPPORT DANS UN PLATEAU DE SUPPORT D'IMPRESSION D'UN DISPOSITIF D'IMPRESSION**

PATENT ASSIGNEE:

June 23, 2003

Hewlett-Packard Company, A Delaware Corporation, (3016020), 3000 Hanover Street, Palo Alto, CA 94304, (US), (Proprietor designated states: all)  
INVENTOR:

CURRANS, Kevin, G., 883 Wyatt Lane, Philomath, OR 97370, (US)  
BERTANI, John, A., 1181 NW County Court, Corvallis, OR 97330, (US)  
KERR, John, M., 2982 NW Pineview, Albany, OR 97321, (US)  
BREWSTER, Jon, A., 488 Glacier Way, Monmouth, OR 97361, (US)

LEGAL REPRESENTATIVE:

Carpmaels & Ransford (101821), 43 Bloomsbury Square, London WC1A 2RA, (GB)

PATENT (CC, No, Kind, Date): EP 1108324 A1 010620 (Basic)

EP 1108324 B1 030507

WO 2000076199 001214

APPLICATION (CC, No, Date): EP 2000936451 000601; WO 2000US15128 000601

PRIORITY (CC, No, Date): US 325040 990607; US 545990 000410

DESIGNATED STATES (Pub A): AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE;

IT; LI; LU; MC; NL; PT; SE; (Pub B): DE; ES; FR; GB; IT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-001/00

CITED PATENTS (EP B): EP 642260 A

CITED PATENTS (WO A): EP 642260 A

NOTE:

No A-document published by EPO

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 010207 A1 International application. (Art. 158(1))

Application: 010207 A1 International application entering European phase

Application: 010620 A1 Published application with search report

Examination: 010620 A1 Date of request for examination: 20010223

Examination: 011024 A1 Date of dispatch of the first examination report: 20010910

Change: 020724 A1 Legal representative(s) changed 20020605

Grant: 030507 B1 Granted patent

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS B	(English)	200319	403
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CLAIMS B	(German)	200319	398
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CLAIMS B	(French)	200319	470
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SPEC B	(English)	200319	12141
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Total word count - document A	0
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Total word count - document B	13412
-------------------------------	-------

Total word count - documents A + B	13412
------------------------------------	-------

...SPECIFICATION maintains royalty calculation and display agreements for select content providers (e.g., artists), the advertising rates for other content providers (e.g., advertisers), subscription information for select users, and the like. Periodically, contract administrator 524 accesses one or...

22/5,K/4 (Item 4 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01127518

INTERACTIVE PROCESS FOR APPLYING OR PRINTING INFORMATION ON LETTERS OR PARCELS

VERFAHREN ZUM INTERAKTIVEN ANBRINGEN ODER DRUCKEN VON INFORMATIONEN AUF BRIEFEN ODER PAKETEN

PROCEDE INTERACTIF POUR L'APPLICATION OU L'IMPRESSION D'INFORMATIONS SUR DES LETTRES OU DES COLIS

PATENT ASSIGNEE:

Reiter, Joshua J., (2933750), 500 West University Parkway, 12-T, Baltimore, MD 21210, (US), (Proprietor designated states: all)

June 23, 2003

INVENTOR:

Reiter, Joshua J., 500 West University Parkway, 12-T, Baltimore, MD 21210  
, (US)

LEGAL REPRESENTATIVE:

Viering, Hans-Martin, Dipl.-Ing. (12201), Patentanwälte Viering,  
Jentschura & Partner, Postfach 22 14 43, 80504 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1097436 A1 010509 (Basic)  
EP 1097436 B1 030514  
WO 2000003359 000120

APPLICATION (CC, No, Date): EP 98934428 980710; WO 98US14382 980710

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: G07B-017/00; G06F-017/30

CITED PATENTS (EP B): EP 604148 A; US 4149711 A; US 4511793 A; US 4752675 A  
; US 4831554 A; US 5039075 A; US 5143362 A; US 5177687 A; US 5446919 A;  
US 5471925 A; US 5490077 A; US 5602743 A; US 5640835 A; US 5819241 A

NOTE:

No A-document published by EPO

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 010509 A1 Published application with search report

Application: 20000315 A1 International application. (Art. 158(1))

Grant: 030514 B1 Granted patent

Search Report: 010516 A1 Date of drawing up and dispatch of  
supplementary:search report 20010404

Examination: 010509 A1 Date of request for examination: 20010209

Examination: 011205 A1 Date of dispatch of the first examination  
report: 20011017

Application: 20000315 A1 International application entering European  
phase

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	200320	784
CLAIMS B	(German)	200320	789
CLAIMS B	(French)	200320	973
SPEC B	(English)	200320	11991
Total word count - document A			0
Total word count - document B			14537
Total word count - documents A + B			14537

...SPECIFICATION a means for the recipient to purchase the product by using  
a coupon. With various **codes** printed on the **message** or coupon, the  
**advertisers** will know the success of their promotional campaign.  
The system of the present invention also...

22/5,K/5 (Item 5 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

(c) 2003 European Patent Office. All rts. reserv.

00259379

Mass flow rate regulator.

Massen-Durchflussregler.

Regulateur du debit massique.

PATENT ASSIGNEE:

ROCKWELL INTERNATIONAL CORPORATION, (256270), 2230 East Imperial Highway,  
El Segundo California 90245, (US), (applicant designated states:  
CH;DE;FR;GB;IT;LI)

INVENTOR:

Nielsen, Thomas LeRoy, 12608 Daryl Avenue, Granada Hills California 91344  
, (US)

LEGAL REPRESENTATIVE:

Wachtershauser, Gunter, Dr. (12711), Tal 29, D-80331 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 275361 A2 880727 (Basic)  
EP 275361 A3 890531  
EP 275361 B1 940105

June 23, 2003

APPLICATION (CC, No, Date): EP 87113053 870907;  
PRIORITY (CC, No, Date): US 4519 870120  
DESIGNATED STATES: CH; DE; FR; GB; IT; LI  
INTERNATIONAL PATENT CLASS: G05D-007/01;  
CITED PATENTS (EP A): US 2731974 A; US 2731974 A; US 3659783 A; US 2829492  
A; US 2917067 A; US 4250914 A; US 3448922 A

ABSTRACT EP 275361 A2

A method and apparatus 10 for self-regulating the mass flow rate of a fluid comprises a housing 12 defining an upper chamber 14 and a lower chamber 16, a sealed and pressurized bellows 30 contained within the upper chamber 14, spring bias means 58 contained within the lower chamber 16 and a poppet 32 with a poppet head 40 for defining a fluid passageway 44.

Supply fluid flows through inlet 56, lower chamber 16, fluid passageway 44 and into upper chamber 14. Once in upper chamber 14 the fluid is in heat exchange communication with a fluid in sealed bellows 30. When the mass flow rate of the fluid flowing through upper chamber 14 is effected by either in pressure or a change in temperature, a corresponding change takes place in the fluid in the bellows 30 thus repositioning the poppet head 40 accordingly to redefine the area of passageway 44. Fluid leaves the apparatus through exits 28.

ABSTRACT WORD COUNT: 162

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 880727 A2 Published application (A1with Search Report  
;A2without Search Report)  
Search Report: 890531 A3 Separate publication of the European or  
International search report  
Examination: 900103 A2 Date of filing of request for examination:  
891031  
Examination: 911127 A2 Date of despatch of first examination report:  
911017  
Grant: 940105 B1 Granted patent  
Oppn None: 941228 B1 No opposition filed

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPBBF1	620
CLAIMS B	(German)	EPBBF1	611
CLAIMS B	(French)	EPBBF1	748
SPEC B	(English)	EPBBF1	1957
Total word count - document A			0
Total word count - document B			3936
Total word count - documents A + B			3936

...CLAIMS heat exchange communication with propellant fluid flowing through said chamber, and containing a second fluid with the same or similar thermodynamic characteristics as the propellant fluid being regulated; and  
a poppet (32;76) located within said chamber...

22/5,K/6 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00927890 \*\*Image available\*\*

**EFFICIENT INTERACTIVE TV**

**TELEVISION INTERACTIVE FONCTIONNELLE**

Patent Applicant/Assignee:

DIGIMARC CORPORATION, 19801 SW 72nd Avenue, Suite 100, Tualatin, OR 97062  
, US, US (Residence), US (Nationality), (For all designated states  
except: US)

Patent Applicant/Inventor:

June 23, 2003

LEVY Kenneth L, 110 N.E. Cedar Street, Stevenson, WA 98648, US, US  
(Residence), US (Nationality), (Designated only for: US)  
RODRIGUEZ Tony F, 3104 NE 31st Avenue, Portland, OR 97212, US, US  
(Residence), US (Nationality), (Designated only for: US)  
HIATT R Stephen, 3210 SW Gale Avenue, Portland, OR 97201, US, US  
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

STEWART Steven W (agent), Digimarc Corporation, 19801 SW 72nd Avenue,  
Suite 100, Tualatin, OR 97062, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200262009 A1 20020808 (WO 0262009)  
Application: WO 2002US2572 20020128 (PCT/WO US0202572)  
Priority Application: US 2001265392 20010130; US 2001270782 20010220; US  
2001276543 20010315

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR  
KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE  
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: H04L-009/00

International Patent Class: H04L-009/32; H04N-007/173

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 12818

English Abstract

Content identifiers are provided to uniquely identify content, or a subset of content. The content identifiers are used to index corresponding interactive data. The interactive data may be maintained in a central base (106), or may be distributed to routers (104) in various subsets. In one embodiment, a set-top box (102) receives content in an interactive TV system. The content is digitally watermarked to include content identifiers. The set-top box (102) includes a watermark decoder, which detects the watermark identifier. The identifier is used to access information, such as interactive data (108). The interactive data (108) is then used to access interactive content. In another embodiment, interactive data (108) and/or content are pushed to the set-top box. In addition, the context of the situation can be communicated to improve the interactive experience.

French Abstract

Le systeme decrit comprend des identificateurs de contenu permettant d'identifier de maniere specifique un contenu ou un sous-ensemble de contenu. Ces identificateurs de contenus permettent l'indexation des donnees interactives correspondantes. Les donnees interactives peuvent etre conservees dans une base (106) de donnees centrale ou peuvent etre distribuees a des routeurs (104) en differents sous-ensembles. Dans un mode de realisation, un decodeur (102) recoit un contenu dans un systeme de television interactive. Ce contenu est marque au moyen d'un filigrane numerique comprenant les identificateurs de contenu. Le decodeur (102) est equipe d'un decodeur de filigrane qui detecte l'identificateur filigrane. L'identificateur donne acces a des informations telles que des donnees (108) interactives. Ces donnees (108) interactives sont a leur tour utilisees pour acceder a un contenu interactif. Dans un mode de realisation different, les donnees (108) interactives et/ou le contenu sont charges dans le decodeur. Pour ameliorer l'experience interactive, le contexte d'une situation peut en outre etre communique.

Legal Status (Type, Date, Text)



June 23, 2003

Publication 20020808 A1 With international search report.  
Publication 20020808 A1 Before the expiration of the time limit for  
amending the claims and to be republished in the  
event of the receipt of amendments.  
Examination 20030116 Request for preliminary examination prior to end of  
19th month from priority date

Fulltext Availability:  
Detailed Description

#### Detailed Description

... e.g., a certain bit(s) in a watermark payload). Such rating provides  
protection and **self - regulation**.  
Alternatively, the **content** identifiers can include **rating** -bits. The  
local STB may be programmed to block (e.g., prohibit or filter) requests  
...

22/5,K/7 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00861516 \*\*Image available\*\*

#### A SYSTEM AND RELATED METHODS FOR DYNAMICALLY SELECTING PUBLICATION CONTENT SYSTEME ET PROCEDES ASSOCIES PERMETTANT DE SELECTIONNER DE MANIERE DYNAMIQUE LE CONTENU D'UNE PUBLICATION

Patent Applicant/Assignee:

HEWLETT-PACKARD COMPANY, 3000 Hanover Street, Palo Alto, CA 94304-1112,  
US, US (Residence), US (Nationality)

Inventor(s):

BRONSTEIN Kenneth H, 3720 Glenridge Drive, Corvallis, OR 97330, US,

Legal Representative:

JENSKI Raymond A (agent), 3404 E. Harmony Road, P.O. Box 272400, Fort  
Collins, CO 80527-2400, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200195140 A2 20011213 (WO 0195140)

Application: WO 2001US18695 20010607 (PCT/WO US0118695)

Priority Application: US 2000589678 20000607

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 14521

#### English Abstract

A method is presented comprising receiving a plurality of content  
objects, determining that one or more of the articles address the same or  
similar material, and automatically reducing the occurrences of  
overlapping and/or duplicate content objects in accordance with user  
preferences.

#### French Abstract

L'invention concerne un procede consistant a recevoir plusieurs objets de  
contenu; a determiner le ou les articles traitant du meme sujet ou d'un  
sujet similaire; puis a reduire automatiquement les occurrences d'objets

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de contenu se chevauchant et/ou en double, en fonction des preferences de l'utilisateur

Legal Status (Type, Date, Text)

Publication 20011213 A2 Without international search report and to be republished upon receipt of that report.

Fulltext Availability:

Detailed Description

Detailed Description

... maintains royalty calculation and display agreements for select content providers (e.g., artists), the advertising rates for other content providers (e.g., advertisers), subscription information for select users, and the like. Periodically, contract administrator 524 accesses one or...

22/5,K/8 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00853829

**METHOD AND APPARATUS FOR TRANSACTION TRACKING OVER A COMPUTER NETWORK  
PROCEDE ET APPAREIL DE SUIVI DE TRANSACTIONS DANS UN RESEAU INFORMATIQUE**

Patent Applicant/Assignee:

L90 INC, 4499 Glencoe Avenue, Marina Del Rey, CA 90292, US, US  
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

ADDANTE Frank, 4499 Glencoe Avenue, Marina Del Rey, CA 90292, US, US  
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

CIRE Frank L (agent), Christie, Parker & Hale, LLP, Poste Office Box  
7068, Pasadena, CA 91109-7068, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200186555 A2 20011115 (WO 0186555)

Application: WO 2001US14786 20010507 (PCT/WO US0114786)

Priority Application: US 2000202221 20000505

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE

SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 6347

English Abstract

French Abstract

Legal Status (Type, Date, Text)

Publication 20011115 A2 With declaration under Article 17(2)(a); without abstract; title not checked by the International Searching Authority.

Examination 20020523 Request for preliminary examination prior to end of

June 23, 2003

19th month from priority date

Fulltext Availability:  
Detailed Description

Detailed Description

... user statistics such as spending habits, as well as for measuring ad effectiveness.

Further, advertising rates charged by a content site to advertisers, in many instances, are at least partly based on the effectiveness of the advertisements on...

22/5,K/9 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00838910

SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA  
SYSTEMES ET PROCEDES DE RECUPERATION DE DONNEES CONSOMMATEURS

Patent Applicant/Assignee:

COMSCORE NETWORKS INC, 1761 Business Center Drive, Suite 250, Reston, VA  
20190, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

FULGONI Gian, 65 East Bellvue Place, Chicago, IL 60611, US, US  
(Residence), GB (Nationality), (Designated only for: US)  
ABRAHAM Magid, 9898 Windy Hollow Road, Great Falls, VA 22066, US, US  
(Residence), US (Nationality), (Designated only for: US)  
BROWN Michael, 1422 Kingstream Drive, Herndon, VA 20170, US, US  
(Residence), US (Nationality), (Designated only for: US)  
DAVIS Adam, 12510 Eastbourne Drive, Silver Spring, MD 20904, US, US  
(Residence), US (Nationality), (Designated only for: US)  
MILLER Bryan, 3112 Dunes Drive, Ellicott City, MD 21042, US, US  
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

MILLER Samuel C III (et al) (agent), Burns, Doane, Swecker and Mathis,  
LLP, P.O. Box 1404, Alexandria, VA 22313-1404, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200171620 A1 20010927 (WO 0171620)  
Application: WO 2001US8785 20010320 (PCT/WO US0108785)  
Priority Application: US 2000532890 20000322

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR  
KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE  
SG SI SK SL TJ TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description  
Claims

Fulltext Word Count: 9418

English Abstract

All of an internet user's internet data is routed to a known domain on the internet, from which it is routed on to the intended recipient. The domain includes proxy servers which proxy the user's WWW data requests to the domain, and database servers which filter and build a database of the user's internet usage. Particular data concerning certain behaviors of

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interest, such as purchasing data, is filtered into the database, and can form the basis for numerous market measures.

#### French Abstract

Selon la presente invention, l'ensemble des donnees Internet d'un utilisateur d'Internet est achemine vers un domaine connu sur Internet, d'ou il est achemine vers un pole de destination determine. Ce domaine comprend des serveurs mandataires pour les demandes de donnees Internet formulees par l'utilisateur au domaine, ainsi que des serveurs de base de donnees permettant de filtrer et de creer une base de donnees relative a l'usage d'Internet par l'utilisateur. Les donnees caracteristiques concernant certains comportements interessants, tel que l'achat de donnees, sont filtrees dans une base de donnees et peuvent former une base pour de nombreuses etudes de marche.

Legal Status (Type, Date, Text)

Publication 20010927 A1 With international search report.

Examination 20020110 Request for preliminary examination prior to end of 19th month from priority date

Fulltext Availability:

Detailed Description

#### Detailed Description

... webpage is served to any person on the internet. The \$/K metric provides a useful **measure** for an internet **content** provider and/or an internet **advertiser** of how to price advertising rates, or how much to pay for internet advertising, respectively...

22/5,K/10 (Item 5 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00817646

**METHOD AND APPARATUS FOR INVOKING A VARIABLE BANDWIDTH EXPERIENCE FOR AN END-USER**

**PROCEDE ET DISPOSITIF PERMETTANT A DES UTILISATEURS FINAUX DE SOLLICITER DES SERVICES IMPLIQUANT UNE LARGEUR DE BANDE VARIABLE**

Patent Applicant/Assignee:

APPSPOINT, Suite 5, 536 Weddel Drive, Sunnyvale, CA 94089, US, US  
(Residence), US (Nationality)

Inventor(s):

GEORGE Jude, 18432 Las Cumbres Road, Los Gatos, CA 95033, US,  
BAILEY F Ronald, 272 18th Avenue, Santa Cruz, CA 95062, US,  
LISOTTA Anthony, 823 Clarkson Drive, San Jose, CA 95136, US,  
MILLER David E, 1325 North State Parkway #17A, Chicago, IL 60610, US,

Legal Representative:

MALLIE Michael J (et al) (agent), Blakely, Sokoloff, Taylor & Zafman LLP,  
7th Floor, 12400 Wilshire Boulevard, Los Angeles, CA 90025, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200150278 A1 20010712 (WO 0150278)

Application: WO 2000US35155 20001221 (PCT/WO US0035155)

Priority Application: US 2000174362 20000104; US 2000538874 20000330

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-013/00

Publication Language: English

Filing Language: English

June 23, 2003

Fulltext Availability:  
Detailed Description  
Claims  
Fulltext Word Count: 19839

English Abstract

Techniques allow end users (101A) to view content and use applications requiring varying bandwidth and quality of service/class of service characteristics without the end users' needing to know anything about network technology and provide billing for end-user or content-provider (103) (including **advertiser** ) based on actual network usage **measurements** or counts. For **content** delivery/distribution, an apparatus includes an end-user client interface (101) non-technical users to manipulate successfully a network services broker (102A) that manages network resource (both hardware and software, including caching systems), and an application service broker (103A) that manages (directly or through other mechanisms) the distribution source of applications and content. End users can obtain content and use applications needing concurrent human intervention to make these experiences available.

French Abstract

L'invention concerne des procedes permettant a des utilisateurs finaux (101A) de visualiser du contenu et d'utiliser des applications necessitant une largeur de bande variable et des caracteristiques variables de qualite de service/classe de service sans que les utilisateurs finaux aient besoin d'avoir les moindres connaissances en matiere de technologies de reseau ; et fournissant a un utilisateur final ou a un fournisseur (103) de contenu (y compris annonceur) une facturation basee sur des mesures ou des decompotes d'utilisation reelle. Pour l'apport/distribution de contenu, un dispositif inclut une interface (101) client d'utilisateur final concue pour des non-specialistes, un courtier (102A) de services de reseau qui gere des ressources de reseau (materielles et logicielles, y compris systemes d'antememoire), et un courtier (103A) de services d'application qui gere (directement ou par d'autres mecanismes) la source de distribution d'applications et de contenu. Les utilisateurs finaux peuvent obtenir du contenu et utiliser des applications sans necessiter d'intervention humaine simultanee.

Legal Status (Type, Date, Text)

Publication 20010712 A1 With international search report.

English Abstract

...anything about network technology and provide billing for end-user or content-provider (103) (including **advertiser** ) based on actual network usage **measurements** or counts. For **content** delivery/distribution, an apparatus includes an end-user client interface (101) non-technical users to...

22/5,K/11 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00762392 \*\*Image available\*\*

A MULTI-SOURCED EXTENSIBLE PUBLISHING AND EDITORIAL SYSTEM AND RELATED METHODS  
SYSTEME DE PUBLICATION ET D'EDITION EXTENSIBLE MULTISOURCE ET PROCEDES CORRESPONDANTS

Patent Applicant/Assignee:

HEWLETT-PACKARD COMPANY, 3404 E. Harmony Road, P.O. Box 272400 m/s 35;  
Fort Collins, CO 80527-2400, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BRYAN Shane A, 1676 SW Knollbrook Place, Corvallis, OR 97333, US, US  
(Residence), US (Nationality), (Designated only for: US )

June 23, 2003

BRONSTEIN Kenneth H, 3720 Glenridge Drive, Corvallis, OR 97330, US, US  
(Residence), US (Nationality), (Designated only for: US )  
GUPTA Aloke, 3630 NW Twinberry Place, Corvallis, OR 97330, US, US  
(Residence), IN (Nationality), (Designated only for: US )

Legal Representative:

JENSKI Raymond A, 1000 NE Circle Blvd., m/s 422B, Corvallis, OR 97330, US  
Patent and Priority Information (Country, Number, Date):

Patent: WO 200075798 A1 20001214 (WO 0075798)  
Application: WO 2000US15126 20000601 (PCT/WO US0015126)  
Priority Application: US 99325040 19990607

Designated States: AU BR CA CN CZ HU IL IN JP KR MX NZ PL RU SG US ZA  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-015/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description  
Claims

Fulltext Word Count: 19147

English Abstract

A method for receiving information at a document delivery server (100) from a producer to generate and/or update a publication profile, periodically acquiring content objects from one or more content providers (50) based, at least in part, on the publication profile, and generating the publication utilizing one or more of the retrieved content objects. According to one implementation, the generated publication is a mock-up, which is presented to the producer to review and/or edit prior to final publication.

French Abstract

Cette invention se rapporte a un procede grace auquel un serveur de diffusion de documents (100) recoit des informations provenant d'un producteur pour generer et/ou mettre a jour un profil de publication, acquiert periodiquement des objets de contenus provenant d'un ou de plusieurs fournisseurs de contenus (50) en se basant, au moins partiellement, sur le profil de publication, et genere la publication en utilisant un ou plusieurs des objets de contenus acquis. Selon un mode de realisation, la publication generee est une maquette, qui est presentee au producteur en vue de sa revision et/ou son montage, avant la publication finale.

Legal Status (Type, Date, Text)

Publication 20001214 A1 With international search report.

Publication 20001214 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments.

Fulltext Availability:

Detailed Description

Detailed Description

... maintains royalty calculation and display agreements for select content providers (e.g., artists), the advertising **rates** for other **content** providers (e.g., **advertisers** ), subscription information for select users, and the like. Periodically, contract administrator 524 accesses one or...

22/5,K/12 (Item 7 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00762367 \*\*Image available\*\*

AN AGENT AND METHOD FOR DYNAMICALLY SCHEDULING PUBLICATION IN AN AUTOMATED

June 23, 2003

**DOCUMENT DELIVERY SYSTEM**

**AGENT ET PROCEDE D'ORDONNANCEMENT DYNAMIQUE DE PUBLICATIONS DANS UN SYSTEME  
DE REMISE DE DOCUMENTS AUTOMATISE**

**Patent Applicant/Assignee:**

HEWLETT-PACKARD COMPANY, 3404 E. Harmony Road, P.O. Box 272400 m/s 35,  
Fort Collins, CO 80527-2400, US, US (Residence), US (Nationality)

**Patent Applicant/Inventor:**

GUPTA Aloke, 3404 E. Harmony Road, P.O. Box 272400 m/s 35, Fort Collins,  
CO 80527-2400, US, US (Residence), US (Nationality)

VAN ZEE Pieter J, 3630 NW Twinberry Place, Corvallis, OR 97330, US, US  
(Residence), IN (Nationality)

MILLER Robert M, 1149 NW Alder Creek Drive, Corvallis, OR 97330, US, US  
(Residence), US (Nationality)

**Legal Representative:**

JENSKI Raymond A, 1000 NE Circle Blvd., m/s 422B, Corvallis, OR 97330, US

**Patent and Priority Information (Country, Number, Date):**

Patent: WO 200075768 A1 20001214 (WO 0075768)

Application: WO 2000US15124 20000601 (PCT/WO US0015124)

Priority Application: US 99325040 19990607; US 2000523264 20000310

Designated States: AU BR CA CN CZ HU IL IN JP KR MX NZ PL RU SG ZA

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-003/12

International Patent Class: H04N-001/32

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 14245

**English Abstract**

A document delivery system (10) comprising a data store of content objects and a publishing agent (504) is presented. One or more of the content objects are selected and retrieved (520) to comprise a personalized publication. The publishing agent (504) finalizes at least a partial layout (516) of content objects and schedules publication (516) of the personalized publication based, at least in part, on a measure of complexity of the personalized publication.

**French Abstract**

L'invention concerne un systeme de remise de documents (10) comprenant une memoire de donnees, destinee a memoriser des objets de contenu, et un agent de publication (504). Un ou plusieurs objets de contenu sont selectionnes puis extraits (520) pour inclure une publication personnalisee. L'agent de publication (504) finalise au moins une mise en page partielle (516) de ces objets de contenu et publie de maniere ordonnancee (516) la publication personnalisee, et ce au moins en partie sur la base d'une mesure de la complexite de cette publication personnalisee.

Legal Status (Type, Date, Text)

Publication 20001214 A1 With international search report.

Fulltext Availability:

Detailed Description

**Detailed Description**

... maintains royalty calculation and display agreements for select content providers (e.g., artists), the advertising rates for other content providers (e.g., advertisers), subscription information for select users, and the like. Periodically, contract administrator 524 accesses one or...

June 23, 2003

DIALOG(R)File 349:PCT FULLTEXT  
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00762356 \*\*Image available\*\*

**A VIRTUAL EDITOR AND RELATED METHODS FOR DYNAMICALLY GENERATING  
PERSONALIZED PUBLICATIONS**

**PROGRAMME D'EDITION VIRTUEL ET PROCEDES ASSOCIES POUR GENERER DYNAMIQUEMENT  
DES PUBLICATIONS PERSONNALISEES**

Patent Applicant/Assignee:

HEWLETT-PACKARD COMPANY, 3404 E. Harmony Road, P.O. Box 272400 m/s 35,  
Fort Collins, CO 80527-2400, US, US (Residence), US (Nationality)

Patent Applicant/Inventor:

MILLER Robert M, 3404 E. Harmony Road, P.O. Box 272400 m/s 35, Fort  
Collins, CO 80527-2400, US, US (Residence), US (Nationality)

GUPTA Aloke, 955 NW Raintree Drive, Corvallis, OR 97330, US, US  
(Residence), US (Nationality)

VAN ZEE Pieter J, 3630 NW Twinberry Place, Corvallis, OR 97330, US, US  
(Residence), IN (Nationality)

SMITH Donald X, 1149 NW Alder Creek Drive, Corvallis, OR 97330, US, US  
(Residence), US (Nationality)

Legal Representative:

JENSKI Raymond A, 1000 NE Circle Boulevard, m/s 422B, Corvallis, OR 97330  
, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200075757 A1 20001214 (WO 0075757)

Application: WO 2000US15127 20000601 (PCT/WO US0015127)

Priority Application: US 99325040 19990607; US 2000523283 20000310

Designated States: AU BR CA CN CZ HU IL IN JP KR MX NZ PL RU SG ZA

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-001/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 17889

**English Abstract**

A document delivery system comprises a data store to receive a plurality of content objects and a virtual editor (506) to dynamically generate a personalized publication for a requesting user. The virtual editor selectively retrieves one or more of the received content objects to construct a personalized publication for a requesting user based, at least in part, on an accessed personal profile associated with the requesting user.

**French Abstract**

L'invention concerne un systeme de remise de documents comprenant une memoire de donnees, destinee a recevoir une pluralite d'objets de contenu, et un programme d'edition virtuel (506) concu pour generer dynamiquement une publication personnalisee pour un utilisateur demandeur. Ce programme d'edition virtuel extrait selectivement un ou plusieurs objets de contenu recus, afin d'elaborer une publication personnalisee pour un utilisateur demandeur, et ce au moins en partie sur la base d'un profil personnel accessible associe a cet utilisateur demandeur.

Legal Status (Type, Date, Text)

Publication 20001214 A1 With international search report.

Fulltext Availability:

Detailed Description

**Detailed Description**

... royalty calculation and display agreements for select content 5  
providers (e.g., artists), the advertising rates for other content



June 23, 2003

providers (e.g., **advertisers** ), subscription information for select users, and the like. Periodically, contract administrator 524 accesses one or...

22/5,K/14 (Item 9 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00744233 \*\*Image available\*\*

**ADVANCED PAYPHONE SYSTEM AND METHOD FOR ADVERTISING ON PAYPHONES OVER A COMMUNICATION NETWORK**  
**SYSTEME DE PUBLIPHONE AVANCE ET PROCEDE DE PUBLICITES PAR PUBLIPHONES VIA UN RESEAU DE COMMUNICATION**

Patent Applicant/Assignee:

ZIP TELECOM LIMITED, Zip Villa, Recondo Estate, S.K. Ahire Marg, Worli, Mumbai 400 025, IN, IN (Residence), IN (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

KAILAS Ravi Shankar, 607, Street 3, Tarnaka, Secunderabad 17, IN, IN (Residence), IN (Nationality), (Designated only for: US)

Patent and Priority Information (Country, Number, Date):

Patent: WO 200057624 A2 20000928 (WO 0057624)

Application: WO 2000IB309 20000316 (PCT/WO IB0000309)

Priority Application: US 99125189 19990319

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK

LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL

TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: H04M-015/00

International Patent Class: H04M-017/02

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 14492

**English Abstract**

A system and method for advertising on pay telephone terminals over a communication network. A payphone management system collects advertising messages from advertisers, formats and stores the messages and collects revenue from the advertisers. An advanced pay telephone terminal receives and locally stores the advertising messages from the payphone management system. The advertising messages are displayed to users of the terminal in formats including full-motion video, still frame video, audio, animation and text. Advertising revenue subsidizes the cost of calling and serves to attract users to the terminal. In addition to subsidizing calling costs to the user, revenue sharing between the payphone operating company, the advertisers, the telephone company and the location owners is facilitated.

**French Abstract**

L'invention concerne un systeme et un procede permettant de faire de la publicite sur les terminaux de publiphones via un reseau de communication. Un systeme de gestion de publiphones recueille des messages de publicite emis par des annonceurs, les formate, les stocke et perçoit un revenu des annonceurs. Un terminal de publiphone avance recoit et stocke localement les messages de publicite du systeme de gestion du publiphone. Les messages sont ensuite affiches afin d'etre visualises par des utilisateurs du terminal sous forme de videos animees, d'arrets sur

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image fixe, de sons, d'animation et de texte. Le revenu perçu couvre les frais d'appel des utilisateurs ce qui a pour but d'attirer les utilisateurs sur le terminal. Le partage du revenu entre la société en exploitation du publiphone, les annonceurs, la société de téléphone et les propriétaires de l'emplacement s'effectue facilement.

Legal Status (Type, Date, Text)

Publication 20000928 A2 Without international search report and to be republished upon receipt of that report.  
Examination 20001207 Request for preliminary examination prior to end of 19th month from priority date  
Search Rpt 20010201 Late publication of international search report

Fulltext Availability:  
Detailed Description

Detailed Description

... typically in the form of full motion video, still images, animation, or text. These advertising messages are electronically coded, either by the advertiser or the payphone operating company in a format facilitating electronic storage and transmission.

Under the... typically in the form of full motion video, still images, animation, or text.

These advertising messages are electronically coded, either by the advertiser or the payphone operating company in a format facilitating electronic storage and transmission.

The advertising...

22/5,K/15 (Item 10 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00545200 \*\*Image available\*\*

METHOD AND SYSTEM FOR DERIVING COMPUTER USERS' PERSONAL INTERESTS

PROCEDE ET SYSTEME DE DETERMINATION DES CENTRES D'INTERET DES INTERNAUTES

Patent Applicant/Assignee:

RULESPACE INC,

Inventor(s):

KAWASAKI Charles,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200008573 A1 20000217 (WO 0008573)

Application: WO 99US17654 19990804 (PCT/WO US9917654)

Priority Application: US 9895296 19980804

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS

LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR

TT UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD

RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF

CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/30

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 9402

English Abstract

A method and system of this invention that provides for profiling a user of the Internet according to predefined categories of interest is described herein (Figure 5). This invention includes scanning content

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information (Figures 5, 14) of an Internet user to generate unknown data (42) and processing unknown data to determine its relevance to predefined categories of interest (Figures 5, 60). This relevance is indicated in a matching rating system (Figures 5, 56), analyzing attributes such as length of time reviewing content information, frequency of encounter, recency, strength and closeness (Figures 6, 7 and 8).

#### French Abstract

La presente invention concerne un procede et un systeme permettant de determiner le profil d'un internaute selon des categories predeterminees d'interets personnels (figure 5). Cette invention consiste d'abord a scanner des informations de contenu (figures 5, 14) d'un internaute pour produire des donnees inconnues (42), puis a traiter ces donnees inconnues pour determiner leur pertinence par rapport aux categories d'interets personnels predefinies (figures 5, 60). Cette pertinence est indiquee dans un systeme de taux de correspondance (figures 5, 56), analysant des attributs tels que le temps consacre a la consultation des informations de contenu, la frequence des rencontre, la recence, le force et la proximite (figures 6, 7 et 8). -

Fulltext Availability:  
Detailed Description

#### Detailed Description

... one object of the present invention is to improve the match between User interests and **Advertisers' messages** by transparently **assessing** the type of information that a User reviews over time.

Another object of the invention...

22/5,K/16 (Item 11 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00539016 \*\*Image available\*\*

**INFORMATION ACCESS WITH TARGETED MARKETING CAPABILITY**  
**ACCES A L'INFORMATION AVEC CAPACITE DE COMMERCIALISATION SELECTIVE**

Patent Applicant/Assignee:

MCALLAN Robert E,

Inventor(s):

MCALLAN Robert E,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200002389 A1 20000113 (WO 0002389)

Application: WO 99US14128 19990702 (PCT/WO US9914128)

Priority Application: US 9891597 19980702

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU  
TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG  
CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: H04N-007/173

International Patent Class: H04B-010/00; A61B-005/021

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 3873

#### English Abstract

A communication architecture and service where subscribers to obtain wireless cellular access to information providers and enables advertisers to target advertisement to individuals fitting specific demographic profiles. The service provided by this architecture permits cellular

telephone subscribers (13) to dial into a content server (10) that provides access to a wide variety of information not normally available to mobile subscribers. Individually targeted advertising can also be provided to receivers of broadcast information or entertainment content through this architecture. The advertising spots selected by the system for an individual user can be inserted as the content is broadcast or transmitted in large segments and stored locally in the user's selected receiver for insertion on cue in place of the regularly transmitted advertising spots. The architecture includes a central content and data processing center that receives subscriber and any advertiser information and a receptor device in each subscriber's receiver which is equipped to supply the necessary logic, memory and switching. Communication between the various systems incorporated in the architecture is provided by a combination of wire-line (20), wireless (13) and satellite (15) transmission facilities.

French Abstract

Architecture et service de communication qui permettent d'une part aux abonnes d'avoir acces, dans un systeme radio cellulaire, a des fournisseurs d'informations et, d'autre part, aux annonceurs de cibler leurs annonces publicitaires a l'intention des individus correspondant a certains profils demographiques specifiques. Le service fourni par cette architecture permet aux abonnes (13) des telephones cellulaires d'accéder par numerotation a un serveur de contenus (10), qui fournit l'accès a une grande variété d'informations auxquelles les abonnes mobiles ne peuvent normalement pas accéder. Une publicité sélective peut également être fournie aux récepteurs d'informations radiodiffusées ou de contenus divertissants par l'intermédiaire de cette architecture. Les annonces publicitaires sélectionnées par le système a l'intention d'un utilisateur individuel peuvent être insérées au moment où le contenu est radiodiffusé ou transmis par grands segments, puis stockées localement dans le récepteur choisi par l'utilisateur en vue de leur insertion immédiate à la place des annonces publicitaires régulièrement émises. L'architecture comprend un centre de contenus et de traitement de données, qui reçoit les informations des abonnes et des annonceurs, et un dispositif récepteur dispose dans chaque récepteur d'abonné, qui est équipé de façon à fournir la logique, la mémoire et la commutation nécessaires. La communication entre les divers systèmes incorporés à l'architecture est assurée par une combinaison d'installations de transmission par ligne métallique (20), par radio (13) et par satellite (15).

Fulltext Availability:

Claims

Claim

... in the database.

21 A method of Claim 20 including transmitting the usage information to **advertisers** and **content** providers for **rating** and billing purposes.

22 A method of Claim 20 including transmitting the usage information to ...usage information in the database and (ii) means for transmitting the usage information to the **advertisers** and to **content** providers for **rating**

1 5 and billing purposes; and

(c) the database comprising means for communicating with the...

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32/5,K/1 (Item 1 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
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01429592

System and method for managing a coupon

Verfahren und System zur verwaltung eines Gutscheins

Systeme et procede pour la gestion d'un coupon

PATENT ASSIGNEE:

Hitachi, Ltd., (204145), 6 Kanda Surugadai 4-chome, Chiyoda-ku, Tokyo  
101-8010, (JP), (Applicant designated States: all)

INVENTOR:

Ukai, Hiromi, Hitachi, Ltd., Intellectual, Property Group, 5-1, Marunouchi  
1-chome, Chiyoda-ku, Tokyo 100-8220, (JP)

Ono, Toshiyuki, Hitachi, Ltd., Intellectual, Property Group,  
5-1, Marunouchi 1-chome, Chiyoda-ku, Tokyo 100-8220, (JP)

Ushiki, Akifumi, Hitachi, Ltd., Intellectual, Property Group,  
5-1, Marunouchi 1-chome, Chiyoda-ku, Tokyo 100-8220, (JP)

Arai, Tatsuro, Hitachi, Ltd., Intellectual, Property Group,  
5-1, Marunouchi 1-chome, Chiyoda-ku, Tokyo 100-8220, (JP)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538  
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1207700 A2 020522 (Basic)

APPLICATION (CC, No, Date): EP 2001121494 010907;

PRIORITY (CC, No, Date): JP 2000352554 001115

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-007/173

ABSTRACT EP 1207700 A2

A coupon management system transmits or broadcasts a coupon information from a broadcasting/ transmitting system (20) to a receiving system (30) together with a program or commercial message. The receiving system generates a coupon issuance request on the basis of the coupon information, and attaches to the request an identifier of the program or commercial message with which the coupon information is provided. The coupon issuance request attached with the identifier is transmitted from the receiving system to a service center (60). The service center issues a coupon on the basis of the coupon issuance request and calculates a number of issued coupons for each program or commercial message.

ABSTRACT WORD COUNT: 110

NOTE:

Figure number on first page: 1

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 020522 A2 Published application without search report

LANGUAGE (Publication, Procedural, Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200221	1356
SPEC A	(English)	200221	4994
Total word count - document A			6350
Total word count - document B			0
Total word count - documents A + B			6350

...CLAIMS contact address, age, sexuality of a person receiving said coupon through a receiver receiving said program or commercial message

9. A audience rate survey method for surveying an audience rate of a program or commercial message, comprising the steps of:  
receiving a coupon issuance request generated on the basis of coupon...

...basis of an identifier attached to said coupon issuance request by said

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receiver receiving said **program** or **commercial message** and  
identifying said **program** or **commercial message**; and  
calculating an audience **rate** of said **program** or **commercial  
message** on the basis of the number of the issued coupons.  
10. An audience rate survey method for surveying an audience **rate** of a  
**program** or **commercial message**, comprising the steps of:  
receiving a use status of a coupon from a coupon affiliated...

...program or commercial message, and said use status of said coupon; and  
calculating an audience **rate** of said **program** or **commercial  
message** on the basis of said number of used coupons.  
11. A broadcasting/transmitting system (20...

32/5,K/2 (Item 2 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
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01400343

Content reproduction apparatus and reproduction method  
Verfahren und Vorrichtung zum Reproduzieren von Dateien  
Systeme et methode pour la reproduction de donnees  
PATENT ASSIGNEE:

MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD., (216883), 1006, Oaza-Kadoma,  
Kadoma-shi, Osaka 571-8501, (JP), (Applicant designated States: all)

INVENTOR:

Sugimoto, Hiroko, 22-1, Hashimotoisoku, Yawata-shi, Kyoto-fu, 614-8331,  
(JP)

Kitamura, Tomohiko, 2-90, Okayamate-cho, Hirakata-shi, Osaka-fu, 573-0034  
, (JP)

LEGAL REPRESENTATIVE:

Crawford, Andrew Birkby et al (29761), A.A. Thornton & Co. 235 High  
Holborn, London WC1V 7LE, (GB)

PATENT (CC, No, Kind, Date): EP 1185096 A2 020306 (Basic)

APPLICATION (CC, No, Date): EP 2001307158 010823;

PRIORITY (CC, No, Date): JP 2000258649 000829

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-005/76

ABSTRACT EP 1185096 A2

A content reproduction apparatus functioning to (a) reproduce broadcast  
program content ("BC"), being image, sound, and other data, that has been  
received, (b) store commercial content ("CC"), being data such as  
commercials, announcements, and the like, and (c) cancel the reproduction  
of the CC during specified broadcast programs.

ABSTRACT WORD COUNT: 49

NOTE:

Figure number on first page: NONE

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 020306 A2 Published application without search report

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS A	(English)	200210	1442
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SPEC A	(English)	200210	5935
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Total word count - document A	7377
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Total word count - document B	0
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Total word count - documents A + B	7377
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...CLAIMS program being reproduced has been subscribed, wherein the  
canceling means cancels the reproduction of the **commercial content**  
when the broadcast **program** is judged to be a subscribed pay  
broadcast **program**.

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12. The **content** reproduction apparatus of claim 7, further comprising:  
canceling means for canceling a reproduction of the...program being  
reproduced has been subscribed; wherein the canceling means cancels  
the reproduction of the **commercial content** when the broadcast  
**program** is **judged** to be a subscribed pay broadcast **program**.
15. A **content** reproduction apparatus, comprising:  
content storing means for storing commercial content;  
receiving means for receiving broadcast...

32/5,K/3 (Item 3 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01320870

**METHOD, ALGORITHM, AND COMPUTER PROGRAM FOR OPTIMIZING THE PERFORMANCE OF  
MESSAGES INCLUDING ADVERTISEMENTS IN INTERACTIVE MEASURABLE  
MEDIUMS**

**PROCEDE, ALGORITHME ET PROGRAMME INFORMATIQUE DESTINES A OPTIMISER LA  
PERFORMANCE DES MESSAGES COMPRENANT DE LA PUBLICITE DANS DES SUPPORTS  
INTERACTIFS MESURABLES**

PATENT ASSIGNEE:

PARAMARK, INC., (3376300), 1270 Oakmead Parkway, 214, Sunnyvale, CA 94086  
, (US), (Applicant designated States: all)

INVENTOR:

RANKA, Sanjay, 10119 S. Blaney Avenue, G, Sunnyvale, CA 95014, (US)  
LENDERMAN, Jason, S., 5046 - 35th Street, San Diego, CA 92116, (US)  
WEISINGER, James, 2628 Wakefield Drive, Belmont, CA 94002, (US)

PATENT (CC, No, Kind, Date):

WO 2001048665 010705

APPLICATION (CC, No, Date): EP 2000989527 001227; WO 2000US35405 001227

PRIORITY (CC, No, Date): US 173689 P 991229; US 586387 000602

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/60

CITED PATENTS (WO A): US 5727129 A ; US 5937392 A ; US 5848397 A ; US  
5884305 A

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 010829 A1 International application. (Art. 158(1))

Application: 010829 A1 International application entering European  
phase

Application: 030305 A1 International application. (Art. 158(1))

Appl Changed: 030305 A1 International application not entering European  
phase

Withdrawal: 030305 A1 Date application deemed withdrawn: 20020730

LANGUAGE (Publication,Procedural,Application): English; English; English

**METHOD, ALGORITHM, AND COMPUTER PROGRAM FOR OPTIMIZING THE PERFORMANCE OF  
MESSAGES INCLUDING ADVERTISEMENTS IN INTERACTIVE MEASURABLE  
MEDIUMS**

32/5,K/4 (Item 4 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01251927

**Method and apparatus for selectively receiving programs, and method of and  
apparatus for selectively recording and reproducing programs**  
**Verfahren und Vorrichtung zum selektiven Empfangen von Programmen, und  
Verfahren und Vorrichtung zur selektiven Aufzeichnung und Wiedergabe  
von Programmen**

**Procede et appareil permettant la reception selective de programmes et  
procede et appareil permettant l'enregistrement et la reproduction**

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**selective de programmes**

**PATENT ASSIGNEE:**

Sony Computer Entertainment Inc., (2185312), 1-1, Akasaka 7-chome,  
Minato-ku, Tokyo 107-0052, (JP), (Applicant designated States: all)

**INVENTOR:**

Ito, Takeshi, Sony Computer Entertainment Inc., 1-1, Akasaka 7-chome,  
Minato-ku, Tokyo 107-0052, (JP)

Kawai, Eiji, Sony Computer Entertainment inc., 1-1, Akasaka 7-chome,  
Minato-ku, Tokyo 107-0052, (JP)

**LEGAL REPRESENTATIVE:**

Turner, James Arthur et al (74631), D. Young & Co., 21 New Fetter Lane,  
London EC4A 1DA, (GB)

PATENT (CC, No, Kind, Date): EP 1081951 A2 010307 (Basic)

APPLICATION (CC, No, Date): EP 307512 000831;

PRIORITY (CC, No, Date): JP 99245927 990831

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-007/16; A63F-013/12

**ABSTRACT EP 1081951 A2**

A commercial message effect is increased without having to increase the number of channels and the number of commercial **messages** that are displayed. A **program** and simultaneously transmitted commercial **messages** that are divided in different bandwidths are alternately received (S2), and headers of the **program** data and the commercial **message** data are detected (S3). The received data that is judged as representing the **program** based on the headers is displayed on a display monitor on a real-time basis (S4, S5). From the received data that is judged as representing the **commercial messages** based on the headers, only those commercial messages whose category is the same as a preset category are extracted (S6, S7), and displayed on the display monitor on a real-time basis (S5). Since only desired commercial messages of all the simultaneously transmitted commercial messages are displayed, the commercial message effect can be increased without having to increase the number of channels and the number of commercial messages that are displayed.

ABSTRACT WORD COUNT: 163

**NOTE:**

Figure number on first page: 4

**LEGAL STATUS (Type, Pub Date, Kind, Text):**

Application: 010307 A2 Published application without search report

LANGUAGE (Publication,Procedural,Application): English; English; English

**FULLTEXT AVAILABILITY:**

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200110	626
SPEC A	(English)	200110	6443
Total word count - document A			7069
Total word count - document B			0
Total word count - documents A + B			7069

...ABSTRACT is increased without having to increase the number of channels and the number of commercial **messages** that are displayed. A **program** and simultaneously transmitted commercial **messages** that are divided in different bandwidths are alternately received (S2), and headers of the **program** data and the commercial **message** data are detected (S3). The received data that is judged as representing the **program** based on the headers is displayed on a display monitor on a real-time basis (S4, S5). From the received data that is judged as representing the **commercial messages** based on the headers, only those commercial messages whose category is the same as a...



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DIALOG(R)File 348:EUROPEAN PATENTS  
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00159660

Olefin polymer compositions containing silicone additives and the use thereof in the production of film material.

Silikone enthaltende Polyolefinzusammensetzungen und ihre Anwendung zur Herstellung von Filmen.

Compositions a base de polyolefines qui contiennent des silicones, leur emploi dans la fabrication de films.

PATENT ASSIGNEE:

UNION CARBIDE CORPORATION, (208660), 39 Old Ridgebury Road, Danbury  
Connecticut 06817, (US), (applicant designated states:  
AT;BE;CH;DE;FR;GB;IT;LI;NL;SE)

INVENTOR:

Foster, George Norris, R.D. 1, Box 494, Bloomsbury, NJ 08804, (US)  
Metzler, Richard Bruce, 23 Macy Road, Briarcliff Manor, NY 10510, (US)

LEGAL REPRESENTATIVE:

Barz, Peter, Dr. et al (1465), Patentanwälte Dr. V. Schmied-Kowarzik  
Dipl.-Ing. G. Dannenberg Dr. P. Weinhold Dr. D. Gudel Dipl.-Ing. S.  
Schubert Dr. P. Barz Siegfriedstrasse 8, W-8000 Munchen 40, (DE)

PATENT (CC, No, Kind, Date): EP 158140 A2 851016 (Basic)  
EP 158140 A3 870909  
EP 158140 B1 910529

APPLICATION (CC, No, Date): EP 85102840 850312;

PRIORITY (CC, No, Date): US 587007 840313

DESIGNATED STATES: AT; BE; CH; DE; FR; GB; IT; LI; NL; SE

INTERNATIONAL PATENT CLASS: C08K-005/54; C08L-023/02; C08L-023/00;  
C08L-083/08; C08L-083/12

CITED PATENTS (EP A): EP 114348 A; EP 14872 A; EP 42534 A; EP 40468 A

CITED REFERENCES (EP A):

CHEMICAL ABSTRACTS, vol. 99, no. 14, 3rd October 1983, pages 52-53,  
abstract no. 106480r, Columbus, Ohio, US; & JP-A-58 36 414 (TORAY  
INDUSTRIES INC.) 03-03-1983;

ABSTRACT EP 158140 A2

Olefin polymer compositions containing silicone additives and the use thereof in the production of film material.

Olefin polymer compositions containing silicone additives which can be extruded through relatively narrow die gaps at **commercial** extrusion **rates** to provide **film** material **characterized** by improved mechanical and optical properties. The silicone additives have the formula: (see image in original document) wherein each R, which can be the same or different, are alkyl radicals, R(sup 1) is a monovalent organic radical containing at least one ethyleneoxide group, vicinal epoxy group or amino group and x and y, which can be the same or different, each have a value of at least one.

ABSTRACT WORD COUNT: 110

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 851016 A2 Published application (A1with Search Report  
;A2without Search Report)  
Change: 860102 A2 Representative (change)  
Change: 870902 A2 International patent classification (change)  
Change: 870902 A2 Obligatory supplementary classification  
(change)  
Search Report: 870909 A3 Separate publication of the European or  
International search report  
Examination: 880203 A2 Date of filing of request for examination:  
871210  
Examination: 890628 A2 Date of despatch of first examination report:  
890511  
Grant: 910529 B1 Granted patent  
Oppn None: 920520 B1 No opposition filed

LANGUAGE (Publication,Procedural,Application): English; English; English

June 23, 2003

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPBBF1	317
CLAIMS B	(German)	EPBBF1	277
CLAIMS B	(French)	EPBBF1	323
SPEC B	(English)	EPBBF1	2035
Total word count - document A			0
Total word count - document B			2952
Total word count - documents A + B			2952

...ABSTRACT polymer compositions containing silicone additives which can be extruded through relatively narrow die gaps at **commercial** extrusion **rates** to provide **film** material **characterized** by improved mechanical and optical properties. The silicone additives have the formula: (see image in...

32/5,K/6 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00998574

**SPHINGOLIPIDS**

**SPHINGOLIPIDES**

Patent Applicant/Assignee:

YISSUM RESEARCH DEVELOPMENT COMPANY OF THE HEBREW UNIVERSITY OF JERUSALEM  
Hi Tech Park, The Hebrew University of Jerusalem, Edmond J. Safra  
Campus, Givat Ram P.O. Box 39135, Jerusalem 91390, IL, IL (Residence),  
IL (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

DAGAN Arie, Harlap Street 13, 92341 Jerusalem, IL, IL (Residence), IL  
(Nationality), (Designated only for: US)  
GATT Shimon, Bartenura Street 11, 92104 Jerusalem, IL, IL (Residence), IL  
(Nationality), (Designated only for: US)

Legal Representative:

LUZZATTO Kfir (et al) (agent), Luzzatto & Luzzatto, P.O. Box 5352, 84152  
Beer-Sheva, IL,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200327058 A1 20030403 (WO 0327058)  
Application: WO 2001IL909 20010926 (PCT/WO IL0100909)  
Priority Application: WO 2001IL909 20010926

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU  
SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: C07C-215/68

International Patent Class: C07C-215/24; C07C-215/28; C07C-233/43;  
C07F-009/113; C07C-311/04; A61P-035/00; A61P-043/00; A61K-031/135;  
A61K-031/165; A61K-031/66

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 10553

English Abstract

The invention relates to compounds of the general formula (I), as defined, and to pharmaceutical compositions containing them. The compounds of formula (I) are inhibitors of various lipid-related enzymes. They can be used in reducing accumulation of sphingolipids and thus in

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the treatment of lipid storage diseases. The compounds of formula (I) can also be used for the treatment of cancerous diseases and for killing of wild type and drug-resistant cancer cells.

#### French Abstract

L'invention concerne des composés représentés par la formule (I) et des compositions pharmaceutiques contenant ces composés. Lesdits composés sont des inhibiteurs d'enzymes variées associées à des lipides. On peut les utiliser pour réduire l'accumulation de sphingolipides et donc pour traiter des maladies associées au stockage de lipides. On peut également les utiliser pour traiter des maladies cancéreuses et pour tuer des cellules cancéreuses de type sauvage résistant aux médicaments.

Legal Status (Type, Date, Text)

Publication 20030403 A1 With international search report.

Fulltext Availability:

Claims

#### Claim

... days with 4 @tM AD2646 in the presence or absence of 2 ng Taxol. As **shown** in Table 1, cooperation ...TSU-PRI cells (prostate cancer cells) were incubated for two days with increasing concentrations of AD. The protein content measurements **shown** in Fig. 2 indicate that the cells were killed with an IC50 of 6-...concentration (10 @M) about 50% apoptotic cells. Similar treatment with AD-2665 for 3 hours **showed** that in the low concentration (10 @LM) about 8% of the cells were apoptotic, while...the cells and medium, whereas Bod3-GC was present practically only in the cells, As **shown** in Table.3, incubation of HL60 cells with different concentrations of AD-2646 resulted in prostate cancer cells. Results **showed** reduction of Bod3-SPM had IC50 values of about 5 @LM (Fig. 5). 34. Table...but not of Bod3-GC. In contrast, AD-2673 and AD-2674 at 10 @M **show** a low inhibition of Bod3-SPM but a much stronger reduction of the level of...AD-2144 there was a reduction of over 60% in Bodipy-C12-ceramide. Table 4 **shows** reduction of the Bodipy-C12-ceramide by the AD-2144 compound. 36 Table 4 AD...

...150@

d 65

300@d 82.

Example 7

In vivo toxicity of AD-2646

As **shown** in the previous Examples, the AD-2646 compound displays significant specific cell mortality by inducing...performed on days 1, 2, 3, 4, and mice viability was tested (Table 5). As **shown** in Table 5, only a very high concentration of AD-2646 was toxic.

37

Table...

32/5,K/7 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00859832 \*\*Image available\*\*

SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR FACILITATING DISPLAY OF

June 23, 2003

**CONTENT WITHIN APPLICATION PROGRAMS EXECUTING ON ELECTRONIC DEVICES  
SYSTEMES, PROCEDES ET PRODUITS-PROGRAMMES INFORMATIQUES SERVANT A FACILITER  
L'AFFICHAGE DE CONTENU DANS DES PROGRAMMES D'APPLICATION FONCTIONNANT  
SUR DES DISPOSITIFS ELECTRONIQUES**

**Patent Applicant/Assignee:**

WINDWIRE INC, 100 Perimeter Park Drive, Suite I, Morrisville, NC 27560,  
US, US (Residence), US (Nationality), (For all designated states  
except: US)

GUAN Xiaohu, 604B Hibbard Drive, Chapel Hill, NC 27514, US, US  
(Residence), CN (Nationality), (For all designated states except: US)

**Patent Applicant/Inventor:**

COX Steve, 8718 Bromley Road, Durham, NC 27704, US, US (Residence), US  
(Nationality)

SPITZ David, 5320 Deergrass Court, Raleigh, NC 27613, US, US (Residence),  
US (Nationality)

SQUIRE Matthew, 10105 Touchwood Place, Raleigh, NC 27613, US, US  
(Residence), US (Nationality)

THRASH Jay, 303 Trappers Run Drive, Cary, NC 27513, US, US (Residence),  
US (Nationality)

GORDON Tom, 363 East 76 Street, Apt. 19A, New York, NY 10021, US, US  
(Residence), US (Nationality)

BORGER Dana, 130 Loch Lomond Circle, Cary, NC 27511, US, US (Residence),  
US (Nationality)

**Legal Representative:**

BOODIE Needham J (et al) (agent), MYERS BIGEL SIBLEY & SAJOVEC, P.O. Box  
37428, Raleigh, NC 27627, US,

**Patent and Priority Information (Country, Number, Date):**

Patent: WO 200193524 A2 20011206 (WO 0193524)

Application: WO 2001US16385 20010521 (PCT/WO US0116385)

Priority Application: US 2000208943 20000531

**Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU**

**CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP**

**KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD**

**SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW**

**(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR**

**(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG**

**(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW**

**(EA) AM AZ BY KG KZ MD RU TJ TM**

Main International Patent Class: H04L-029/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 9593

**English Abstract**

An application program interface (API) is operably associated with application programs executing on an electronic device and enables the application programs to retrieve, store, and display content. The API enables application programs to communicate with other application programs and to send/retrieve content to/from other application programs. In addition, the API is configured to perform various event accounting functions. A gateway communicates with an electronic device application program via the API and is configured to retrieve content from a content server in response to receiving requests from the application programs. The gateway is configured to serve content retrieved from the content server to the electronic device, as well as to other servers and/or devices. Methods, apparatus, and computer program products are provided for dynamically selecting advertisements for use within user-requested content wherein the advertisements are stored locally within a user client device.

**French Abstract**

L'invention concerne une interface de programmation d'application (API), laquelle est associee de maniere fonctionnelle a des programmes

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d'application fonctionnant sur un dispositif électronique et permet à ces programmes d'extraire, stocker et afficher un contenu. Cette interface API permet aux programmes d'application de communiquer avec d'autres programmes d'application et d'envoyer un contenu vers d'autres programmes d'application ou d'extraire un contenu à partir de ces autres programmes. En outre, cette interface API est configurée pour exécuter diverses fonctions de compte-rendu d'événements. Une passerelle communique avec un programme d'application de dispositif électronique, par l'intermédiaire de l'interface API, et elle est configurée pour extraire un contenu à partir d'un serveur de contenus, en réponse à la réception de demandes émanant des programmes d'application. La passerelle est configurée pour fournir au dispositif électronique le contenu, extrait à partir du serveur de contenus, de même que pour fournir un contenu à d'autres serveurs et/ou dispositifs. L'invention concerne encore des procédés, dispositifs et produits-programmes informatiques, servant à choisir de manière dynamique des publicités à utiliser avec le contenu demandé par un utilisateur, ces publicités étant stockées localement, dans un dispositif client de l'utilisateur.

Legal Status (Type, Date, Text)

Publication 20011206 A2 Without international search report and to be republished upon receipt of that report.

Examination 20020307 Request for preliminary examination prior to end of 19th month from priority date

Fulltext Availability:  
Claims

#### Claim

... readable program code embodied in the medium,  
the computer readable program code comprising:  
computer readable **program** code that requests  
**content** from a server;  
computer readable **program** code that receives  
the requested **content** and a link to an ad server, wherein  
the requested content includes a portion designated...

...to cause the client  
device to request an advertisement from the ad server;  
computer readable **program** code that requests  
the ad server to select an advertisement for insertion  
within the requested **content** designated portion;  
computer readable **program** code that receives an  
identification of an advertisement selected by the ad  
server;  
computer readable **program** code that retrieves  
the selected advertisement from within the client device;  
and  
computer readable **program** code that displays  
the requested **content** and selected **advertisement** via a  
display of the client device.

79 The computer program product according to  
Claim...

...the ad agent is configured to  
dynamically select an advertisement for display within  
the requested **content** ;  
computer readable **program** code that selects an  
**advertisement** for display within the requested content  
from within the client device; and  
computer readable **program** code that displays  
the requested **content** and selected **advertisement** via a  
display of the client device.

84 The computer program product according to

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Claim...

32/5,K/8 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT.  
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00847397

SYSTEM AND METHOD FOR SELF-PUBLISHING WEBCAST CONTENT OVER A COMPUTER  
NETWORK  
SYSTEME ET PROCEDE D'EDITION INDIVIDUELLE DE CONTENU EN LIGNE VIA UN RESEAU  
INFORMATIQUE

Patent Applicant/Inventor:

MUTUAL William, 518 E. Georgia Street, Vancouver, British Columbia V6A  
128, CA, CA (Residence), CA (Nationality)

Legal Representative:

GORNALL Paul D (agent), Lawyer - Reg'd Patent & TM Agent, 1820 - 355  
Burrard Street, Vancouver, British Columbia V6C 2G8, CA,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200180039 A2 20011025 (WO 0180039)

Application: WO 2001CA538 20010412 (PCT/WO CA0100538)

Priority Application: US 2000548566 20000413

Designated States: AU BB BR CA CN CZ ES HU ID IL IN JP KP KR LU MX NO NZ PL  
RO RU SG US VN ZA

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 13256

English Abstract

French Abstract

Legal Status (Type, Date, Text)

Publication 20011025 A2 Without international search report and to be  
republished upon receipt of that report.

Declaration 20020523 Late publication under Article 17.2a

Republication 20020523 A2 With declaration under Article 17(2)(a); without  
abstract; title not checked by the International  
Searching Authority.

Fulltext Availability:

Claims

Claim

... member upload identity for webcast content that is downstreamed by a  
user;

computer readable program code to attach advertisements to downstreamed  
webcast

content ; and

computer readable program code to coordinate specific advertisements to  
attach to specifically related webcast content, and to users...

32/5,K/9 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00847044

SPHINGOLIPIDS

June 23, 2003

## SPHINGOLIPIDES

### Patent Applicant/Assignee:

YISSUM RESEARCH DEVELOPMENT COMPANY OF THE HEBREW UNIVERSITY OF JERUSALEM  
46 Jabotinsky Street, P.O. Box 4279, 91042 Jerusalem, IL, IL  
(Residence), IL (Nationality), (For all designated states except: US)

### Patent Applicant/Inventor:

DAGAN Arie, 13 Harlap Street, 92341 Jerusalem, IL, IL (Residence), IL  
(Nationality), (Designated only for: US)  
GATT Shimon, 11 Bartenura Street, 92104 Jerusalem, IL, IL (Residence), IL  
(Nationality), (Designated only for: US)

### Legal Representative:

LUZZATTO Kfir (et al) (agent), Luzzatto & Luzzatto, P.O. Box 5352, 84152  
Beer Sheva, IL,

### Patent and Priority Information (Country, Number, Date):

Patent: WO 200179152 A1 20011025 (WO 0179152)  
Application: WO 2001IL361 20010418 (PCT/WO IL0100361)  
Priority Application: US 2000198513 20000419

### Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR  
KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE  
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

### Main International Patent Class: C07C-215/68

### International Patent Class: C07C-215/38; C07C-233/43; C07F-009/113;

A61K-031/133; A61K-031/164; A61P-043/00

### Publication Language: English

### Filing Language: English

### Fulltext Availability:

Detailed Description  
Claims

Fulltext Word Count: 10579

### English Abstract

The invention relates to compounds of the general formula (I), as defined, and to pharmaceutical compositions containing them. The compounds of formula (I) are inhibitors of various lipid-related enzymes. They can be used in reducing accumulation of sphingolipids and thus in the treatment of lipid storage diseases. The compounds of formula (I) can also be used for the treatment of cancerous diseases and for killing of wild type and drug-resistant cancer cells.

### French Abstract

L'invention concerne des composés de la formule générale (I), comme définie dans le descriptif, ainsi que des compositions pharmaceutiques les contenant. Ces composés, qui sont des inhibiteurs de divers enzymes associés aux lipides, peuvent servir à réduire l'accumulation de sphingolipides et, par conséquent, à traiter des dyslipidoses. Ces composés peuvent également servir à traiter des cancers et à tuer des cellules cancéreuses de type sauvage et pharmacorésistantes.

### Legal Status (Type, Date, Text)

Publication 20011025 A1 With international search report.

Examination 20020110 Request for preliminary examination prior to end of  
19th month from priority date

### Fulltext Availability:

Claims

### Claim

... days with 4 [LM AD2646 in the presence or  
absence of 2 ng Taxol. As shown in Table 1, cooperation of both  
compounds

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caused significant decrease in the total protein quantity...

...TSU-PR1 cells (prostate cancer cells) were incubated for two days with increasing concentrations of AD. The protein content measurements shown in Fig. 2 indicate that the cells were killed with an IC50 of 6-7 ...

...concentration (10 gM) about 50% apoptotic cells. Similar treatment with AD-2665 for 3 hours showed that in the low concentration (10 LM) about 8% of the cells were apoptotic, while:...

...the cells and medium, whereas Bod3-GC was present practically only in the cells. As shown in Table 3, incubation of HL60 cells with different concentrations of AD-2646 resulted in...AD-2646 on sphingolipid metabolism was further examined using TSU-PR1 prostate cancer cells. Results showed reduction of Bod3-SPM had IC50 values of about 5 tM (Fig. 5).  
34  
Table...

...but not of Bod3-GC. In contrast, AD-2673 and AD-2674 at 10 tM show a low inhibition of Bod3-SPM but a much stronger reduction of the level of...

32/5,K/10 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00825032 \*\*Image available\*\*  
SYSTEM AND METHOD FOR INTERNET ADVERTISEMENT USING MONITOR INCLUDING MAIN DISPLAY AND SUB DISPLAY  
SYSTEME ET PROCEDE DE PUBLICITE SUR INTERNET AU MOYEN D'UN MONITEUR COMPORTANT UN ECRAN PRINCIPAL ET UN SOUS-ECRAN

Patent Applicant/Assignee:

TOPHEAD COM, Ildong Pharm Building, 2nd floor, 60 Yangjae-dong, Seocho-ku, Seoul 137-070, KR, KR (Residence), KR (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

LEE Eun Seog, Sampoong Apt. 21-1102, 1685 Seocho-dong, Seocho-ku, Seoul 137-070, KR, KR (Residence), KR (Nationality)

Legal Representative:

LEE Jae Hwa (agent), 4th floor Duck chun B/D, 718-10 Yoksam 1-dong, Kangnam-ku, Seoul 135-081, KR,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200157610 A2-A3 20010809 (WO 0157610)

Application: WO 2000KR643 20000619 (PCT/WO KR0000643)

Priority Application: KR 20005450 20000203; KR 200025884 20000515

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS

LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM

TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-003/14

International Patent Class: G06F-017/30

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description



Claims

Fulltext Word Count: 7576

English Abstract

Disclosed are an Internet advertisement system including a plurality of user computers connected to the Internet, a system server for providing diverse information and diverse link means to the user computers via the Internet to display the information on the user computers along with information provided via the link means, and a plurality of information providing servers connected to the system server. Each of the user computer includes a monitor consisting of a main display and a sub display arranged at a portion other than the monitor portion where the main display is arranged, the sub display being adapted to display a plurality of link means so as to allow data, linked in response to a selection of desired link means by the user, to be displayed on the main display, thereby allowing the user to always view advertisements displayed on the sub display, so that an improvement in advertisement effect is achieved.

French Abstract

L'invention concerne un systeme de publicite sur Internet, comprenant plusieurs ordinateurs d'utilisateurs, connectes a Internet, un serveur de systeme concu pour fournir diverses informations et divers moyens de liaisons avec les ordinateurs d'utilisateurs, par l'intermediaire d'Internet, permettant l'affichage d'informations sur les ordinateurs d'utilisateurs, conjointement avec des informations fournies par l'intermediaire des moyens de liaisons, et plusieurs serveurs fournisseurs d'informations connectes au serveur de systeme. Chaque ordinateur d'utilisateur comprend un moniteur constitue d'un ecran principal et d'un sous-ecran prevu dans une partie autre que la partie dans laquelle l'ecran principal est prevu, le sous-ecran etant concu pour afficher plusieurs moyens de liaison, de sorte que des donnees, liees en reponse a une selection du moyen de liaison voulu par l'utilisateur, soient affichees sur l'ecran principal, ce qui permet a l'utilisateur de voir toujours les publicites affichees sur le sous-ecran, et que l'effet publicitaire obtenu soit ameliore.

Legal Status (Type, Date, Text)

Publication 20010809 A2 Without international search report and to be republished upon receipt of that report.

Search Rpt 20020328 Late publication of international search report

Republication 20020328 A3 With international search report.

Fulltext Availability:

Claims

Claim

... 12 The Internet advertising method according to claim 11, wherein:  
the basic part of the **advertisement** data contains  
an **advertisement code** indicative of a registered **code** of  
the **advertisement** data, the data for **advertisement**  
including a **picture** or **characters** to be practically  
displayed on the sub display, and link data for calling  
a web...

...advertisement data

contains time data providing a reference for  
transmission of an advertisement schedule management  
**program**, display position data for determining a display  
position of the advertisement data, and evaluation  
information...

June 23, 2003

DIALOG(R)File 349:PCT FULLTEXT  
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00815111      \*\*Image available\*\*

**METHOD, ALGORITHM, AND COMPUTER PROGRAM FOR OPTIMIZING THE PERFORMANCE OF  
MESSAGES INCLUDING ADVERTISEMENTS IN INTERACTIVE MEASURABLE  
MEDIUMS**

**PROCEDE, ALGORITHME ET PROGRAMME INFORMATIQUE DESTINES A OPTIMISER LA  
PERFORMANCE DES MESSAGES COMPRENANT DE LA PUBLICITE DANS DES SUPPORTS  
INTERACTIFS MESURABLES**

Patent Applicant/Assignee:

PARAMARK INC, 1270 Oakmead Parkway, #214, Sunnyvale, CA 94086, US, US  
(Residence), US (Nationality)

Inventor(s):

RANKA Sanjay, 10119 S. Blaney Avenue, #G, Sunnyvale, CA 95014, US,  
LENDERMAN Jason S, 5046 - 35th Street, San Diego, CA 92116, US,  
WEISINGER James, 2628 Wakefield Drive, Belmont, CA 94002, US,

Legal Representative:

ANANIAN R Michael (et al) (agent), Flehr, Hohbach, Test, Albritton &  
Herbert LLP, Suite 3400, 4 Embarcadero Center, San Francisco, CA  
94111-4187, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200148665 A1 20010705 (WO 0148665)

Application: WO 2000US35405 20001227 (PCT/WO US0035405)

Priority Application: US 99173689 19991229; US 2000586387 20000602

Designated States: AE AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CU CZ DE DK

DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK

LR LS LT LU LV MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL

TJ TM TR TT UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 12937

English Abstract

Method, procedure, algorithm, system, and computer program for optimizing the performance of messaging campaigns in which advertisements or other messages are distributed over an interactive measurable medium such as the Internet. A goal is to allocate the message alternatives to the customer population to optimize business objectives. This includes reading prior stage message state data (204) pertaining to a prior stage including a cumulative number of trials and a cumulative number of successes for a particular message. Message performance results representing message trials and message successes from the previous stage based on the prior-stage state are then read, and a current message state is computed (212). A current message allocation is generated based on the current message state (216). Desirably the cumulative number of trials and the cumulative number of successes are discounted based on the age of the information. This inventive procedure may be applied to various message types including banner advertisements, electronic advertisements, email messages and promotions, and the like.

French Abstract

Procede, procedure, algorithme, systeme et programme informatique pour optimiser la performance des campagnes d'envoi de messages pour distribuer de la publicite ou d'autres messages en utilisant un support interactif mesurable tel que l'Internet. Un des buts consiste a repartir les alternatives de messages parmi une population de clients pour

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optimiser les objectifs commerciaux. Il s'agit de lire les donnees d'etat (204) des messages des stades precedents en rapport avec le stade precedent, y compris un nombre cumulatif d'essais et un nombre cumulatif de succes pour un message donne. On lit ensuite les resultats relatifs a la performance des messages representant les essais et les succes des messages pour le stade precedent sur la base des etats de stades precedents; un message courant est ensuite calcule (212). Une repartition des messages actuels est generee sur la base des etats des messages actuels (216). De preference, le nombre cumulatif d'essais et celui de succes sont actualises en fonction de l'age des informations. La procedure de l'invention peut etre appliquee a divers types de messages, y compris les bannieres publicitaires, les publicites electroniques, les messages par courrier electronique, les promotions et similaire.

Legal Status (Type, Date, Text)

Publication 20010705 A1 With international search report.

Publication 20010705 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Examination 20011108 Request for preliminary examination prior to end of 19th month from priority date

**METHOD, ALGORITHM, AND COMPUTER PROGRAM FOR OPTIMIZING THE PERFORMANCE OF MESSAGES INCLUDING ADVERTISEMENTS IN INTERACTIVE MEASURABLE MEDIUMS**

32/5,K/12 (Item 7 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00792368 \*\*Image available\*\*

**PROGRAMMABLE ELECTROMECHANICAL LOCK WITH DIGITAL DISPLAY**

**SERRURE ELECTROMECHANIQUE PROGRAMMABLE A AFFICHEUR NUMERIQUE**

Patent Applicant/Inventor:

CRAIG James J, 785 Harbour Drive, Boca Raton, FL 33431, US, US  
(Residence), US (Nationality)

CASTELLANOS Francisco, 1345 Northeast 135th Street, North Miami, FL 33161  
, US, US (Residence), US (Nationality)

CASTELLANOS Ziomara, 1345 Northeast 135th Street, North Miami, FL 33161,  
US, US (Residence), US (Nationality)

Legal Representative:

DOWNEY Robert M (agent), Robert M. Downey, P.A., Suite 350, 150 East  
Palmetto Park Road, Boca Raton, FL 33432, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200125864 A1 20010412 (WO 0125864)

Application: WO 2000US27800 20001006 (PCT/WO US0027800)

Priority Application: US 99414183 19991007

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ

TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G05B-019/00

International Patent Class: E05B-047/00; H04M-011/00; H01H-047/00

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 10042

English Abstract

An electromechanical lock (10) includes a housing (20) containing a microcontroller (50), a power source (52), a cam, and a locking lever for holding a U-shaped lock bar (14) in a closed, locked position within the housing (20). The lock (10) further includes several buttons (26, 27, 28) on the housing (20) for entering a sequence of alphanumeric characters of a combination code and a Liquid Crystal Display (LCD) for **showing** the alphanumeric **characters**, independently, when entering the **code**. **Messages** may also be displayed, including **advertisements** and company logos, upon completion of a correct code entry to open the lock (10). The microcontroller (50) stores one or more combination codes and message data and controls actuation of the cam, upon entry of the correct combination code, to momentarily release the lever from the lock bar, allowing the lock bar to be pulled out from the housing (20), thereby opening the lock (10). In another embodiment, the lock (10) is further provided with a transceiver (200) and an antenna (190) for wireless communication with a provider of the lock (10), thereby allowing the provider to change and/or update stored **message** data and to remotely **program** and manipulate data stored on the microcontrollers of a large number of the electromechanical lock units (10) throughout a vast geographical area of distribution.

French Abstract

L'invention porte sur une serrure electromecanique (10) comportant un boitier (20) contenant un microcontrôleur (50), une alimentation (52), une came et un levier de verrouillage maintenant une barre (14) de verrouillage en U en position verrouillee de fermeture a l'interieur du boitier (20). La serrure (10) comporte en outre plusieurs boutons (26, 27, 28) places sur le boitier (20) servant a entrer une suite de caracteres alphanumeriques d'une combinaison de code, et un afficheur a cristaux liquides des caracteres alphanumeriques apparaissant independamment lorsqu'on entre le code. Il peut egalement afficher des messages dont des publicites et des logos d'entreprises lorsqu'on a entre le code correct d'ouverture de la serrure (10). Le microcontrôleur (50), qui stocke une ou plusieurs combinaisons de code et des donnees de messages, commande la came lorsqu'on a entre le code correct, ce qui libere momentanement le levier de la barre de verrouillage, fait sortir la barre (14) de verrouillage du boitier (20) et ouvre la serrure (10). Dans une autre execution, la serrure (10) est de plus munie d'un emetteur/recepteur (200) et d'une antenne (190) pour des communications sans fil avec le fournisseur de la serrure (10), qui peut ainsi modifier et/ou actualiser les donnees des messages stockes, et programmer et manipuler a distance les donnees stockees dans les microcontrôleur d'un grand nombre de serrures electromecaniques (10) sur une vaste aire geographique de distribution.

Legal Status (Type, Date, Text)

Publication 20010412 A1 With international search report.

Publication 20010412 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Examination 20010802 Request for preliminary examination prior to end of 19th month from priority date

English Abstract

...sequence of alphanumeric characters of a combination code and a Liquid Crystal Display (LCD) for **showing** the alphanumeric **characters**, independently, when entering the **code**. **Messages** may also be displayed, including **advertisements** and company logos, upon completion of a correct code entry to open the lock (10...

...provider of the lock (10), thereby allowing the provider to change and/or update stored **message** data and to remotely **program** and manipulate data stored on the microcontrollers of a large number of the electromechanical lock...

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32/5,K/13 (Item 8 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00569855 \*\*Image available\*\*

**CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM**  
**SYSTEME DE PROFILAGE DE CONSOMMATEUR ET DE SELECTION DE PUBLICITE**

Patent Applicant/Assignee:

TELECOM PARTNERS LTD,  
ELDERING Charles A,

Inventor(s):

ELDERING Charles A,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200033228 A1 20000608 (WO 0033228)

Application: WO 99US28628 19991202 (PCT/WO US9928628)

Priority Application: US 98204888 19981203; US 99268526 19990312; US  
99268519 19990312

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ  
BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT  
SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60

International Patent Class: G06F-017/30; G06F-015/16; G06F-012/00

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 11146

**English Abstract**

A consumer profiling and advertisement selection system (500) is presented in which consumers (100) can be characterized based on their purchase or viewing habits. The result of this process is a consumer characterization vector (562) describing the probabilistic demographics and product preferences of the subscriber or viewer (100). Advertisement characterization vectors (548) describing an actual or hypothetical market for a product or desired viewing audience can be determined. The ad characteristics including an ad demographic vector (548), an ad product category (552) and an ad product preference vector (554) is transmitted along with a consumer ID (512). The consumer ID (512) is used to retrieve a consumer characterization vector (562) which is correlated with the ad characterization vector (548) to determine the suitability of the advertisement to the consumer (100). A price for displaying the advertisement can be determined based on the results of the correlation of the ad characteristics with the consumer characterisation vector (562). The system can be used to both increase the effectiveness and cost efficiency of advertisements, as well as for determining the price for transmitting or viewing an advertisement, based on the collection of the ad with the consumer profile.

**French Abstract**

L'invention concerne un systeme de profilage de consommateur et de selection de publicite (500), qui permet de caracteriser des consommateurs (100) en fonction de leurs habitudes d'acheteurs ou de telespectateurs. On etablit ainsi un vecteur de caracterisation de consommateur (562) decrivant la demographie probabiliste et les preferences de produits de l'abonne ou du telespectateur (100). On peut etabliir des vecteurs de caracterisation de publicite (548) decrivant un marche reel ou fictif pour un produit ou un public cible. Les caracteristiques de publicite comprenant un vecteur demographique de publicite (548), une categorie de produit publicitaire (552) et un vecteur de preference de produit publicitaire (554) sont transmises avec

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un identificateur de consommateur (512), lequel est utilise pour recuperer le vecteur de caracterisation de consommateur (562), et une correlation est etablie entre ce vecteur et le vecteur demographique de publicite (548) pour determiner la correspondance entre la publicite et le consommateur (100). Un tarif d'affichage de la publicite peut etre determine en fonction de la correlation entre les caracteristiques de publicite et le vecteur de caracterisation de consommateur (562). On peut utiliser le systeme pour ameliorer l'efficacite et la rentabilite des publicites, et aussi pour determiner le prix de la transmission ou de l'affichage d'une publicite, sur la base de la correlation entre la publicite et le profil du consommateur.

Fulltext Availability:  
Claims

Claim

... determining the applicability of an advertisement to a consumer, said computer program comprising:  
(a) an **advertisement** source **code** segment for receiving an **ad characterization** vector;  
(b) a consumer **characterization code** segment for receiving a unique consumer ID and retrieving  
42.

a consumer characterization vector  
corresponding...

...code segment for  
calculating a correlation factor between said  
ad characterization vector and said consumer  
**characterization** vector.

33 The computer **program** described in claim 32. further  
comprising:  
(d) a transmitting source code segment for  
transmitting said...

32/5,K/14 (Item 9 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00569790 \*\*Image available\*\*

**ADVERTISEMENT AUCTION SYSTEM**  
**SYSTEME DE VENTE DE PUBLICITE**

Patent Applicant/Assignee:

EXPANSE NETWORKS INC,  
ELDERING Charles A,

Inventor(s):

ELDERING Charles A,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200033163 A2 20000608 (WO 0033163)

Application: WO 99US28629 19991202 (PCT/WO US9928629)

Priority Application: US 98204888 19981203; US 99268520 19990312

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ  
BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT  
SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8272

English Abstract

An advertisement auction system is presented in which content/opportunity providers (160) announce to advertisers (144) that they have an opportunity to present an advertisement to a consumer (100). The advertiser (144) transmits ad characterization information which is correlated with the consumer profile. Based on the results of the correlation, the advertisers (144) place bids for the advertisement opportunity. Upon acceptance of a bid the advertisement is delivered to the consumer (100). The system can be applied to a variety of media including Internet advertisements, advertisements delivered over cable television systems, and printed materials such as magazines and periodicals. The system allows consumers (100) to receive more targeted advertisements which match their lifestyle and interests, insures advertisers (144) that their ads will be received by the appropriate audience, and allows the content/opportunity provider (160) the ability to maximize revenue for the advertising opportunity.

French Abstract

L'invention concerne un systeme de vente de publicite, dans lequel des fournisseurs de contenu/d'opportunites (160) annoncent a tel ou tel publicitaire (144) qu'ils ont l'opportunit  de presenter une publicite a un client (100). Le publicitaire (144) transmet une information de caracterisation de publicite qui est etablie en correlation avec le profil du client. D'apres les resultats de la correlation, le publicitaire (144) fait une offre liee a l'opportunit . Une fois l'offre acceptee, la publicite correspondante est livree au client (100). Le systeme peut  tre utilise avec une serie de supports, comme Internet ou la television par cable, et avec des publications (par exemple, magazines, periodiques). Le systeme permet aux clients (100) de recevoir des publicites plus cibles correspondant a leur style de vie et a leurs interets, et il garantit aux publicitaires (144) que leurs publicites seront recues par le public appropri e. En outre, les fournisseurs de contenu/d'opportunites (160) peuvent quant a eux optimiser le revenu tire des opportunit s de publicite.

Fulltext Availability:

Claims

Claim

... said correlation result as  
a scalar product between said ad characterization vector and  
said consumer **characterization** vector.

14 A computer **program** embodied on a computer-readable medium for auctioning an advertisement opportunity, said computer **program** comprising:

(a) an **advertisement** source **code** segment for receiving an **advertisement characterization** ;  
(b) a consumer **characterization code** segment for receiving a unique consumer ID and retrieving a consumer characterization corresponding to said...

...successful bid which results in  
transmission of said advertisement to said  
consumer. 32.

. The computer **program** described in claim 14 wherein said advertisement characterization is in the form of an ad characterization vector and wherein said consumer profile is in the form of a consumer **characterization** vector.

16 The computer **program** described in claim 15 wherein said correlating source code segment calculates said correlation factor as...

June 23, 2003

32/5,K/15 (Item 10 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00333092

**ENCRYPTION OF SIGNALS TO INSURE VIEWERSHIP OF COMMERCIALS**  
**CRYPTAGE DE SIGNAUX PERMETTANT D'ACCROITRE LE TAUX DE PENETRATION DE**  
**PUBLICITES**

Patent Applicant/Assignee:

LEVIEN Jack R,

Inventor(s):

LEVIEN Jack R,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9615603 A1 19960523

Application: WO 95US14739 19951103 (PCT/WO US9514739)

Priority Application: US 94337672 19941110

Designated States: AU CA FI JP KR MX NO NZ AT BE CH DE DK ES FR GB GR IE IT  
LU MC NL PT SE

Main International Patent Class: H04L-009/00

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 6108

English Abstract

A system for distributing data to attract consumers to a commercial message provides for the delivery of free data to the consumer. The commercial message includes instructions in the form of a code, which can be a word or phrase, in the video or audio portion of the commercial message (46). The broadcast data is typically scrambled, such as by encryption, and the consumer uses the broadcast code to receive and decrypt the desired digital data for storage into a home computer. In order to receive the proper code, the consumer must pay close attention to the commercial message (46). The consumer's computer is connected to receiving circuitry so that upon entry of the proper code (52), broadcast data is downloaded into the computer memory and decoded. The complimentary digital data thus delivered is typically useful information such as stock prices, weather information, sports scores, etc. The packets of desirable data are delivered transparent to the receiver, or alternatively as a visual or audible burst (56).

French Abstract

L'invention concerne un systeme de distribution de donnees, destine a attirer l'attention de consommateurs sur un message publicitaire, ledit systeme fournissant gratuitement des donnees au consommateur. Le message publicitaire comprend des instructions sous forme d'un code, pouvant etre constitue d'un mot ou d'une phrase, dans la partie video ou audio du message publicitaire (46). Les donnees diffuseses sont brouillees de facon caracteristique, par cryptage par exemple, et le consommateur utilise le code de diffusion pour recevoir et decrypter les donnees numeriques voulues, afin de les stocker dans son ordinateur domestique. Afin d'obtenir le code approprie, le consommateur doit preter attention au message publicitaire (46). L'ordinateur du consommateur est raccorde au circuit de reception, de sorte qu'apres entree du code approprie (52), les donnees diffuseses sont telechargees dans la memoire de l'ordinateur et decodees. Les donnees numeriques complementaires ainsi fournies constituent des informations utiles, par exemple cours de la bourse, bulletins meteorologiques, resultats sportifs, etc. Les paquets de donnees souhaitees sont fournis de facon transparente au recepteur, ou en variante, sous forme de paquets de donnees visuelles ou acoustiques (56).

Fulltext Availability:



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## Claims

### Claim

... message is embodied in a radio signal, said key code is combined with the audio program material of said commercial message , and said key code is received aurally.

4 A method in accordance with claim 1, where said key code...

...said broadcast commercial message,

8 A method in accordance with claim 2. wherein said key code is combined with said commercial message by combining said key code with the video program material of said commercial message , and said key code is received visually.

A method in accordance with claim 2, wherein said key code is combined with the audio program material Of said commercial message , and said key code is received aurally.

10 In a broadcast signal transmission system, including a commercial message,  
a...broadcast commercial message,

17 A transmitter method in accordance with claim 11, wherein said key code is combined with said commercial message by combining said key code with the video program material of said commercial message..

18 A transmitter method in accordance with claim 11, wherein said key code is combined...

...broadcast commercial message,

24 A receiver method in accordance with claim 19, wherein said key code is combined with said commercial message by combining said key code with the video program material of said commercial message , and said key code is received visually.

25 A receiver method in accordance with claim 19, wherein said key code is combined with the audio program material of said commercial message , and said key code is received aurally.

26 In a broadcast signal transmission system, including a commercial message, an...message is embodied in a radio signal, said key code is combined with the audio program material of said commercial message , and said key code is received aurally.

29 An apparatus in accordance with claim 26, where said key code...

...said broadcast commercial message.

33 An apparatus in accordance with claim 27, wherein said key code is combined with said commercial message by combining said key code with the video program material of said commercial message , and said key code is

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received visually.

34 An apparatus in accordance with claim 27, wherein said key code is combined with the audio **program** material of said **commercial message**, and said key **code** is received aurally.

35 In a broadcast signal transmission system, including a commercial message

a...is combined with said commercial message by combining said key code with the video **program** material of said **commercial message**.

43 A transmitter apparatus In accordance with claim 36, wherein said key code is combined...

...broadcast commercial message.

49 A receiver apparatus in accordance with claim 44, wherein said key **code** is combined with said **commercial message** by combining said key **code** with the video **program** material of said **commercial message**, and said key **code** is received visually.

50 A receiver apparatus in accordance with claim 44, wherein said key code is combined with the audio **program** material of said **commercial message**, and said key **code** is received aurally.

AMENDED CLAIMS

[received by the International Bureau  
on 29 April 1996 (29...

June 23, 2003

33/5,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01360887

Medium comprising advertising program area

Medium mit Reklameprogrammzone

Support comportant une zone de programmation publicitaire

PATENT ASSIGNEE:

SAMSUNG ELECTRONICS CO., LTD., (1093728), 416, Maetan-dong, Paldal-gu,  
Suwon-City, Kyungki-do, (KR), (Applicant designated States: all)

INVENTOR:

Ko, Jung-wan, 684-6 Seo-ri, Yidong-myun, Yongin-city, Kyungki-do, (KR)  
Park, Jae-seong, 2-807 Samsung 1-cha Apt., 810-3 Maetan 4-dong,  
Paldal-gu, Suwon-city, Kyungki-do, (KR)

LEGAL REPRESENTATIVE:

Chugg, David John et al (78311), Appleyard Lees, 15 Clare Road, Halifax,  
West Yorkshire HX1 2HY, (GB)

PATENT (CC, No, Kind, Date): EP 1160781 A2 011205 (Basic)

EP 1160781 A3 030611

APPLICATION (CC, No, Date): EP 2000310159 001115;

PRIORITY (CC, No, Date): KR 2027024 000519

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G11B-007/24; G11B-020/12; G11B-023/40;

G11B-023/38; G06F-017/60

ABSTRACT EP 1160781 A2

A read-only medium or a readable and rewritable medium in which a user area is linked to an advertisement, and a method of using the same are provided to minimize the cost to a user and provide advertising. The medium includes an advertising area (203) for recording information related to an advertisement, and a user area (204) which a user is allowed to read information from or rewrite information to the medium when the user views or watches the information recorded in the advertising area. The method of using a medium, on which advertisement information is recorded in a predetermined area, includes the steps of (a) displaying an advertisement recorded in the predetermined area to be viewed or watched by a user; and (b) allowing the user to read or rewrite information from or to a user area on the medium after the step (a). The medium may comprise a file system being related to the contents of the advertising area (203).

ABSTRACT WORD COUNT: 163

NOTE:

Figure number on first page: 2A

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 011205 A2 Published application without search report  
Examination: 011205 A2 Date of request for examination: 20001123  
Change: 030604 A2 International Patent Classification changed:  
20030416

Search Report: 030611 A3 Separate publication of the search report

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200149	1939
SPEC A	(English)	200149	4484
Total word count - document A			6423
Total word count - document B			0
Total word count - documents A + B			6423

...SPECIFICATION rewritable medium according to the present invention. The disc manufacturer 102 is provided with advertising rates and the contents of an advertisement by the advertiser 104 through a usual

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method. The provided contents of advertisement is recorded in a predetermined...

33/5,K/2 (Item 2 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
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01301001

TELEVISION APPARATUS FOR STORAGE BROADCASTING, INFORMATION DISPLAY,  
DISTRIBUTING DEVICE, AND INFORMATION DISTRIBUTING METHOD  
FERNSEHGERAT FUR UBERTRAGUNGEN IM SPEICHERMODUS, ANZEIGEGERAT FUR  
INFORMATIONEN, VERTEILGERAT UND VERFAHREN ZUM VERTEILEN VON  
INFORMATIONEN

TELEVISEUR DE DIFFUSION EN MODE MEMOIRE, AFFICHEUR D'INFORMATIONS,  
DISPOSITIF DE DISTRIBUTION, ET PROCEDE DE DISTRIBUTION D'INFORMATIONS  
PATENT ASSIGNEE:

Dentsu Inc., (3305470), 11-10, Tsukiji 1-chome, Chuo-ku, Tokyo 104-8426,  
(JP), (Applicant designated States: all)

INVENTOR:

AKIYAMA, Ryuhei Dentsu Inc., 11-10, Tsukiji 1-chome Chuo-ku,, Tokyo  
104-8426, (JP)

MAEDA, Hiroki Dentsu Inc., 11-10, Tsukiji 1-chome Chuo-ku,, Tokyo  
104-8426, (JP)

LEGAL REPRESENTATIVE:

Hitching, Peter Matthew (74871), Haseltine Lake & Co., Imperial House,  
15-19 Kingsway, London WC2B 6UD, (GB)

PATENT (CC, No, Kind, Date): EP 1227682 A1 020731 (Basic)  
WO 200135665 010517

APPLICATION (CC, No, Date): EP 2000971714 001101; WO 2000JP7687 001101

PRIORITY (CC, No, Date): JP 99315430 991105; JP 2000197186 000629

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-007/173

CITED PATENTS (WO A): JP 11164276 A ; JP 9284746 A ; JP 9284748 A ; JP  
10262236 A ; JP 11261984 A

ABSTRACT EP 1227682 A1

A television system is provided with a storage means for a forced accumulation, the advertisement information is selectively received and accumulated therein. According to the present invention, a storage means 2 of a TV system 1 is accumulated with the advertisement information in addition to a variety of TV programs. The storage means is structured of an area that can be exclusively used and an area usable as a user intends. Mainly, the advertisement information provided free of charge by an entrepreneur and the life information necessary for a person to use for a life are selectively received and accumulated in the former area. A content of the advertisement information is properly automatically rewritten and can be viewed for 24 hours a day throughout the year, and hence the viewer can utilize the updated advertisement information free of charge at all times. An HDD of the storage means can be utilized for a receiving box spot of the E-commerce and for accumulating news items of the E-newspaper. A cost for providing the advertisement information is approximately 1/10 a cost for the conventional direct mails and about 1/8 a cost for the inserts.

ABSTRACT WORD COUNT: 192

NOTE:

Figure number on first page: 001

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 010711 A1 International application. (Art. 158(1))

Application: 010711 A1 International application entering European  
phase

Application: 020731 A1 Published application with search report

June 23, 2003

Examination: 020731 A1 Date of request for examination: 20020502  
Assignee: 030521 A1 Transfer of rights to new applicant: Viewpoint  
Communications Corporation (4395270) Hosokawa  
Tsukiji, Building 8F, 1-9-9, Tsukiji, Chuo-ku  
Tokyo JP

LANGUAGE (Publication,Procedural,Application): English; English; Japanese  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200231	1001
SPEC A	(English)	200231	13546
Total word count - document A			14547
Total word count - document B			0
Total word count - documents A + B			14547

...SPECIFICATION 81 in the second embodiment distributes the content together with the specified accumulation code (the **advertiser** and the **advertisement** code) as the distribution list indicates. Then, the accumulation **code** and the **content** distributed are recorded together with the advertisement term in the content management information database. Accordingly...

33/5,K/3 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00836230 \*\*Image available\*\*

#### TELEVISION

#### TELEVISION

Patent Applicant/Assignee:

KONINKLIJKE PHILIPS ELECTRONICS N V, Groenewoudseweg 1, NL-5621 BA  
Eindhoven, NL, NL (Residence), NL (Nationality)

Inventor(s):

NASH Jason M, Prof. Holstlaan 6, NL-5656 AA Eindhoven, NL,

Legal Representative:

SHARROCK Daniel J (agent), Internationaal Octrooibureau B.V., Prof.  
Holstlaan 6, NL-5656 AA Eindhoven, NL,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200169926 A1 20010920 (WO 0169926)

Application: WO 2001EP2275 20010228 (PCT/WO EP0102275)

Priority Application: GB 20005727 20000310

Designated States: AU BR CN JP KR MX PL

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Main International Patent Class: H04N-007/16

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 6638

#### English Abstract

A television system which enables advertisements to be targeted at viewers who have a particular interest in the products or services being promoted by the advertisement comprises reviews from a plurality of reviewers (101-1 to 101-n) commissioned by the advertiser (100) and alternatively or additionally by independent reviewers (103-1 to 103-n). These reviews are encoded into a data channel associated with the advertisement. A product rating decoder (106) is provided in a receiver (105) which decodes the data in the data channel and selects advertisements for display based on the data and a user profile generated either explicitly by the user entering preferences via a user interface (109) or implicitly by monitoring the type of programme selected for viewing by the user.

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#### French Abstract

L'invention concerne un systeme de television permettant de cibler des messages publicitaires en fonction de telespectateurs manifestant un interet particulier pour les produits ou services dont le message publicitaire assure la promotion. Ledit systeme regroupe les critiques formulees par une pluralite de critiques (101-1 a 101-n) mandates par l'annonceur publicitaire (100) et/ou par des critiques independants (103-1 a 103-n). Ces critiques sont codees dans un canal de donnees associe au message publicitaire. Le recepteur (105) est equipe d'un decodeur (106) des evaluations de produits, qui decode les donnees du canal de donnees et selectionne les messages publicitaires a afficher sur la base desdites donnees et d'un profil utilisateur produit soit explicitement par l'utilisateur, lorsqu'il entre ses preferences via une interface utilisateur (109) soit implicitement puisque le systeme surveille le type d'emission que l'utilisateur choisit de regarder.

#### Legal Status (Type, Date, Text)

Publication 20010920 A1 With international search report.

Publication 20010920 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

#### Fulltext Availability:

Detailed Description

#### Detailed Description

... motoring journalist and so it selects advertisements which feature products reviewed by those individuals.

The **subjective** product **rating** information may originate from a variety of sources, one source being the **advertisers** supplying the **advertisement** who may have paid various well known individuals to review their product. Other sources might...

33/5,K/4 (Item 2 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00798817 \*\*Image available\*\*

ONLINE FOCUSED CONTENT GENERATION, DELIVERY AND TRACKING

PRODUCTION, REMISE ET SUIVI DE CONTENU CIBLE EN LIGNE

Patent Applicant/Assignee:

ONFLOW CORPORATION, Suite 300, 160 Pine Street, San Francisco, CA 94111, US, US (Residence), US (Nationality)

Inventor(s):

NIFFENEGGER Bill E, One St. Francis Place #6201, San Francisco, CA 94107, US,

THOENNES Joseph P, 85 Rossi Avenue, San Francisco, CA 94118, US,

TUTTLE Douglas D, 170 Pacific Unit 41, San Francisco, CA 94111, US,

Legal Representative:

RAUBVOGEL Amir H (et al) (agent), Fenwick & West LLP, Two Palo Alto Square, Palo Alto, CA 94306, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200131492 A2-A3 20010503 (WO 0131492)

Application: WO 2000US41361 20001020 (PCT/WO US0041361)

Priority Application: US 99429853 19991028

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

June 23, 2003

(EA) AM AZ BY KG KZ MD RU TJ TM  
Main International Patent Class: G06F-017/60  
Publication Language: English  
Filing Language: English  
Fulltext Availability:  
    Detailed Description  
    Claims  
Fulltext Word Count: 16976

English Abstract

A method, system, and computer program product provide authoring, generation, delivery, authentication, and tracking for online content. Delivered content is personalized based on demographic information describing the user, client information describing the hardware and software environment at the client, and other factors. Content is generated and displayed using a plug-in for a web browser, capable of outputting premium-level content without requiring large amounts of bandwidth or download times. Client views of and interactions with displayed content are monitored and tracked, and may be used as a basis for advertising billings, sales, or other commercial interactions.

French Abstract

L'invention concerne un procede, un systeme et un produit de programme informatique assurant la conception, la production, la remise, l'authentification et le suivi de contenu en ligne. Le contenu remis est personnalise sur la base d'informations demographiques decrivant l'utilisateur, d'informations de client decrivant l'environnement materiel et logiciel du client, et d'autres facteurs. Le contenu est produit et affiche au moyen d'un module d'extension pour navigateur Web, capable de produire du contenu de niveau avantageux sans necessiter de grandes quantites de bande passante ou de longs temps de telechargement. Le contenu vu par le client et avec lequel le client interagit est surveille et suivi, et peut etre utilise comme base pour des messages publicitaires, des ventes ou d'autres interactions commerciales.

Legal Status (Type, Date, Text)

Publication 20010503 A2 Without international search report and to be republished upon receipt of that report.  
Examination 20010809 Request for preliminary examination prior to end of 19th month from priority date  
Search Rpt 20020815 Late publication of international search report  
Republication 20020815 A3 With international search report.  
Republication 20020815 A3 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Fulltext Availability:  
    Detailed Description

Detailed Description

... an ad. Based on the information provided by the player to the data collection server, **advertisers** can customize **content**, **ad rates** can be determined (depending on the quantity and demographics of users viewing the ad), 115...

33/5,K/5 (Item 3 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00519423 \*\*Image available\*\*  
**METHOD FOR TARGETED ADVERTISING**  
**PROCEDE POUR PUBLICITE CIBLEE**  
Patent Applicant/Assignee:  
    NET SANITY INC,

June 23, 2003

CLARKE Fred,  
ELLIOTT Dane,

Inventor(s):

CLARKE Fred,  
ELLIOTT Dane,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9950775 A1 19991007

Application: WO 99US6632 19990325 (PCT/WO US9906632)

Priority Application: US 9852200 19980331

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD  
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF  
CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8362

#### English Abstract

A method for targeted advertising is described, suitable for use with networked devices with a visual display. Advertisements are selected to be presented to a user based on a demographic and psychographic profile of the user, as well as response to previous advertisements by the user. In this way, targeted advertisements can be presented to the user on the visual display. In addition, various input devices are presented to allow the user to perform a transaction associated with the advertisement. Some of these transactions include calling the advertiser, placing an order for the advertised product or service, and requesting more information about the advertised product or service from the advertiser.

#### French Abstract

Procede pour publicite ciblee, destine a etre utilise avec des dispositifs en reseau dotes d'un ecran d'affichage. Des publicites sont choisies pour etre presentees a un utilisateur sur la base du profil demographique et psychographique de l'utilisateur, ainsi que de la reponse de l'utilisateur a des publicites precedentes. De cette maniere, des publicites ciblees peuvent etre presentees a l'utilisateur sur son ecran d'affichage. De plus, divers dispositifs d'entree sont presentes, qui permettent a l'utilisateur d'effectuer une transaction associee a la publicite, dont l'appel de l'annonceur, l'etablissement d'une commande pour le produit ou service vante et la demande a l'annonceur d'informations supplementaires sur le produit ou service vante.

Fulltext Availability:

Claims

#### Claim

... Advertisement number: the number  
of the advertisement in the list  
(e.g., for the first **advertisement** ,  
A Numb = 1)

**Advertiser** Text 4 Advertiser name: four **character**  
**code** which identifies the advertiser

A-Code Text 3 A unique code that identifies which  
**advertisement** for a given  
**advertiser** is displayed

A-Type Text I Advertisement type: used to  
determine which transaction  
buttons should...

...Advertisement number: the number



June 23, 2003

of the advertisement in the list  
(e.g., for the first **advertisement** ,  
A Numb = 1)

**Advertiser** Text 4 Advertiser name: four **character**  
**code** which identifies the advertiser  
A-Code Text 3 A unique code that identifies which  
**advertisement** for a given  
**advertiser** is displayed  
A-Type Text I Advertisement type: used to  
determine which transaction  
buttons should...

...20 Unique number assigned to every  
information appliance user  
Advertiser Text 4 Advertiser name: four **character**  
**code** which identifies the advertiser  
A-Code Text 3 A unique code that identifies which  
**advertisement** for a given  
**advertiser** is displayed  
A Type Text I Advertisement type: used to  
determine which transaction  
buttons should...

...20 Unique number assigned to every information  
appliance user  
Advertiser Text 4 Advertiser name: four **character** **code** which  
identifies the advertiser  
A-Code Text 3 A unique code that identifies which **advertisement**  
for a given **advertiser** is displayed  
A-Type Text I Advertisement type: used to determine which  
transaction buttons should...

...20 Unique number assigned to every  
information appliance user  
Advertiser Text 4 Advertiser name: four **character**  
**code** which identifies the advertiser  
Code Text 3 A unique code that identifies which  
**advertisement** for a given  
**advertiser** is displayed  
Type Text I **Advertisement** type: used to  
determine which transaction  
buttons should be enabled for a  
given advertisement (e...

...Unique number assigned to every  
information appliance user  
Advertiser Text 4 Advertiser name: four **character**  
**code** which identifies the advertiser  
A-Code Text 3 A unique code that identifies which  
**advertisement** for a given  
**advertiser** is displayed  
A-Type Text I Advertisement type: used to  
determine which transaction  
buttons should...

...20 Unique number assigned to every  
information appliance user  
Advertiser Text 4 Advertiser name: four **character**  
**code** which identifies the advertiser  
A-Code Text 3 A unique code that identifies which  
**advertisement** for a given  
**advertiser** is displayed  
A-Type Text I Advertisement type: used to  
determine which transaction  
buttons should...

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...be displayed (format  
mmddyy)

27

TABLE 10: Product Areas

Advertiser Text 4 Advertiser name: four **character**  
**code** which identifies the advertiser

A-Code Text 3 A unique code that identifies which  
**advertisement** for a given  
**advertiser** is displayed

A-ProductArea Text 50 The product area for which an  
advertisement belongs (e..

June 23, 2003

File 16:Gale Group PROMT(R) 1990-2003/Jun 20  
(c) 2003 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2003/Jun 19  
(c)2003 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2003/Jun 19  
(c) 2003 The Gale Group  
File 636:Gale Group Newsletter DB(TM) 1987-2003/Jun 18  
(c) 2003 The Gale Group  
File 88:Gale Group Business A.R.T.S. 1976-2003/Jun 18  
(c) 2003 The Gale Group  
File 47:Gale Group Magazine DB(TM) 1959-2003/Jun 17  
(c) 2003 The Gale group  
File 275:Gale Group Computer DB(TM) 1983-2003/Jun 20  
(c) 2003 The Gale Group  
File 570:Gale Group MARS(R) 1984-2003/Jun 20  
(c) 2003 The Gale Group

Set	Items	Description
S1	4681080	AD OR ADS OR ADVERTISEMENT? OR BANNER? OR COMMERCIAL? OR A-DVERT OR SKYSCRAPER? OR ADVERTORIAL? OR INFOMERCIAL?
S2	9053382	RATE? OR RATING OR MEASUR? OR SCORE? OR SCORING OR GRADE? - OR CODE? OR CODING OR ASSESS? OR APPRAIS? OR JUDG?
S3	5583904	CONTENT? OR CHARACTER? OR MESSAG? OR SUBJECT? OR SUBSTANC?
S4	12408240	MOVIE? OR PROGRAM? OR SHOW? OR FILM? OR FLICK? OR PIC OR P-ICTURE? OR CARTOON? OR SERIES
S5	4023471	SIMILAR? OR MATCH? OR CORRESPOND? OR COMPARABL?
S6	330773	SELF()REGULAT? OR ADVERTISER?
S7	2239075	BROADCAST? OR TELEWISE? OR TELECAST? OR TRANSMIT?
S8	3369726	TV OR TELEVISION OR CABLE? OR CATV?
S9	1986	S1(3N)S2(3N)S3
S10	272	S8(S)S9
S11	142	RD (unique items)
S12	0	S11 AND SPY=2001:2003
S13	142	S11 NOT S12
S14	140281	S2(3N)S3
S15	36468	S1(5N)S6
S16	13	S14(S)S15(S)S8
S17	58	S14(S)S15
S18	44	S14(S)S1(S)S4(S)S5(S)S8
S19	27	RD (unique items)
S20	42	S18 NOT S13
S21	7	S9(5N)S5(5N)S4
S22	4	S21 NOT (S20 OR S13)
S23	2	RD (unique items)
S24	0	AU=(RASHKOVSKIY, O? OR RASHKOVSKIY O?)
S25	0	RD (unique items)
S26	18	S11/TI,AB,DE
S27	7	RD S16 (unique items)
S28	27	S19 NOT (S26 OR S27)
S29	2	S23 NOT (S26 OR S27 OR S28)

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26/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

10216308 Supplier Number: 95162393  
**Mass Media. (Brief Article)**  
Communications Daily, v22, n217, p10  
Nov 8, 2002  
Language: English Record Type: Abstract  
Article Type: Brief Article  
Document Type: Newsletter; Trade

ABSTRACT:  
Group of brief articles covers Senator McCain's chairmanship of Commerce Committee, local **television** news in 2001, R- **rated** movie **commercial** during family hour, many more **subjects** .

26/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

04023912 Supplier Number: 45848562  
**Little Caesars ads: Recipe for success**  
The Washington Post, pB6  
Oct 9, 1995  
Language: English Record Type: Abstract  
Document Type: Newspaper; General Trade

ABSTRACT:  
A successful **TV** ad campaign series has helped to lift Little Caesars' revenue from a distant third place...

...26% and Domino's at 11.2 %, according to food-consulting firm Technomic. The offbeat **commercials** featuring a little Roman **character** rank fourth among 22 campaigns **measured** by Ad Track respondents since May. Agency Cliff Freeman and Partners created the ads. ...

26/3,K/3 (Item 1 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01238652  
**Technology Today: Monitor-Plus, AC Nielsen's new Automated TV.**  
MARKETING NEWS August 16, 1985 p. 2

... major networks via a sophisticated pattern-recognition process, using the actual video and audio program **content** instead of specially added **codes** . Monitoring of **commercial** occurrences will be continuous and measured to the nearest second. The service will provide subscribers with a variety of comprehensive reports on **TV** advertising activity, including the number of **TV** spots and estimated expenditures for all national and local advertisers in the markets covered. Nielsen will also combine data from Monitor-Plus with its **TV** rating data bases to produce commercial audience analyses. ...

26/3,K/4 (Item 2 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01090153  
**Special Report: Television.**  
MARKETING October 8, 1984 p. 9-23

June 23, 2003

Canada: A survey of the **television** advertising industry covers ad revenues for 1984, marketing techniques, the role of the **Television Bureau of Canada**, new **ad meter-measurement** services, **ad content** and creation, and awards.

...

26/3,K/5 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01038671

**Design Engineering/COMPONENTS: Components Update/D-Subminiature Connectors.**  
**Electronic Engineering Times** May 7, 1984 p. 321

...styles, including solder-pot, crimp, straight-pc, right-angle pc, or wire-wrappable, and flat- **cable** versions for mass termination. These devices are available in 3 grades: military connectors that have...

... gold plating on contacts, nylon or polybutylene pterephthalate insulation, and stamped-and-formed contacts; and **commercial - grade** connectors, **characterized** by 2-piece bodies, gold plating, nylon insulation, and stamped-and-formed contacts. The requirement...

...the trend toward increased use of insulation-displacement connectors for both flat-ribbon and discrete **cable**, with these latter driving down termination costs in such applications as telephone equipment, data-processing...

26/3,K/6 (Item 4 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

00651004

**Launch of GM's new J-car line carries auto industry hopes for combatting Japanese imports.**  
**Marketing & Media Decisions** May, 1981 p. 62,1321

... door wagon, a hatchback and four-door sedan. The introductions are backed by extensive network **TV** and magazine advertising; the **ad message** emphasizes the J cars' high MPG **rates**. Pontiac will spend more than \$10mil to launch the J 2000 line. About 80% of the budget will go to **TV** ads, with magazines getting the remaining 20%. Chevrolet's budget for the J car will...

26/3,K/7 (Item 5 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

00617594

**A new methodology for assessing the effect of cumulative advertising was demonstrated in a (paid) broadcast campaign conducted by the St Louis, Mo, American Civil Liberties Union to make people more aware of their right to privacy, according to FS Houston, Temple Univ.**  
**Journal of Advertising Research** October, 1980 p. 43-481

... ad expenditures and identifies their various shortcomings. To avoid these, a data base of daily **TV** and radio ads was needed in which the product/service did not involve repeat purchase...

... program; the **ACLU** campaign fit these criteria. Though other forms of promotion than the broadcast **messages** **measured** existed (billboards, a

June 23, 2003

newspaper ad and general nonpaid news coverage), the responses--phone calls to ACLU--were not systematically affected...

26/3,K/8 (Item 6 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

00533896

More effective widespread use of advertising research depends on researchers providing the information advertisers want, warns DE Schultz of Northwestern Univ, who notes that media research users want more data showing the effects of frequency of exposure on response.  
Journal of Advertising Research December, 1979 p. 13-171

... is based on flighting, pulsing, blinking, etc); effects of clutter; intramedia comparisons; competitive media expenditure measures; effects of conflicting messages; allocation of ad dollars; and feasibility of a fourth TV network. Schultz offers his results in hopes that better research techniques can result in greater...

26/3,K/9 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

05491957 SUPPLIER NUMBER: 11399076 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
The differential role of characteristics of music on high- and low-involvement consumers' processing of ads.  
Macinnis, Deborah J.; Park, C. Whan  
Journal of Consumer Research, v18, n2, p161(13)  
Sept, 1991  
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 10594 LINE COUNT: 00873

...ABSTRACT: to the advertisement's message, and its relations to past emotional experiences, or indexicality. Twenty subjects rated four versions of a television commercial with different types of music in terms of the music's fit and indexicality. Results...

26/3,K/10 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

05206996 SUPPLIER NUMBER: 10602701 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Effects of disturbing televised events on the acquisition of information from subsequently presented commercials.  
Mundorf, Norbert; Zillmann, Dolf; Drew, Dan  
Journal of Advertising, v20, n1, p46(8)  
Wntr, 1991  
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 6092 LINE COUNT: 00520

...ABSTRACT: or delayed by four minutes (4.0-4.5 min.). A surprise recognition/recall test, measuring information acquisition of the content of the commercials, was administered. Compared with control condition, the acquisition of information from the commercials following the...

26/3,K/11 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

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03242214 SUPPLIER NUMBER: 06153258

**The power of feelings in understanding advertising effects.**

Edell, Julie A.; Burke, Marian Chapman

Journal of Consumer Research, v14, n3, p421(13)

Dec, 1987

ISSN: 0093-5301

LANGUAGE: ENGLISH

RECORD TYPE: ABSTRACT

...ABSTRACT: We conducted two studies to examine (1) whether feelings occur as a result of viewing **television** commercials, (2) the relative importance of feelings and **judgments** of the **ad's characteristics** on several advertising outcomes, and (3) the variation in the importance of feelings given different...

...s. attributes, and attitude toward the brand; and (4) the relative importance of feelings and **judgments** of the **ad's characteristics** varies based on the extent to which the ad is transformational and informational. (Reprinted by...

26/3,K/12 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

01865169 SUPPLIER NUMBER: 02952202

**Using Reponse Latency to Identify Commercials that Motivate.**

MacLachlan, J.; Myers, J.G.

Journal of Advertising Research, v23, p51-57

Oct./Nov., 1983

ISSN: 0021-8499

LANGUAGE: ENGLISH

RECORD TYPE: ABSTRACT

ABSTRACT: A more sensitive **measure** of evaluating how motivating a **television commercial's message** is developed and tested. The **measure** is based on response latency or how quickly a respondent answers a survey question. The...

26/3,K/13 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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01469841 SUPPLIER NUMBER: 02243016

**Ruling on TV code may change timing and content of ads ; Judge**

**finds parts of group's guidelines on commercials were restraint of trade.**

Wall Street Journal, v106 , Fri ed, col 2, p10(W) p32(E)

March 12, 1982

CODEN: WSJOAF

ISSN: 0193-2241

LANGUAGE: ENGLISH

RECORD TYPE: CITATION

**Ruling on TV code may change timing and content of ads ; Judge**

**finds parts of group's guidelines on commercials were restraint of trade.**

26/3,K/14 (Item 1 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2003 The Gale Group. All rts. reserv.

06442703 SUPPLIER NUMBER: 99326301

**An analysis of the portrayal of gender roles in Turkish television advertisements.**

Uray, Nimet; Burnaz, Sebnem

Sex Roles: A Journal of Research, 77(11)

Jan, 2003

ISSN: 0360-0025

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 5719

LINE COUNT: 00696

June 23, 2003

...AUTHOR ABSTRACT: that aired on the selected 6 television channels was carried out. Three hundred fourteen independent **advertisements** were **coded** according to general **characteristics** of the **advertisements** and demographic and attitudinal/behavioral **characteristics** of the primary figures. The data show significant gender differences in these 2 groups of ...

26/3,K/15 (Item 2 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2003 The Gale Group. All rts. reserv.

05157555 SUPPLIER NUMBER: 18573197

**Male adolescents' reactions to TV beer advertisements: the effects of sports content and programming context.**

Slater, Michael D.; Rouner, Donna; Murphy, Kevin; Beauvais, Frederick; Van Leuven, James; Rodriguez, Melanie Domenech  
Journal of Studies on Alcohol, v57, n4, p425(9)  
July, 1996  
ISSN: 0096-882X LANGUAGE: English RECORD TYPE: Abstract

AUTHOR ABSTRACT: Objective: This study examines white male adolescent responses to **TV** beer advertisements with and without sports content and to nonbeer ads when embedded in sports and entertainment programming. Method: A total of 72 advertisements and 24 **television** program excerpts were randomly sampled from national **television** programming. White male adolescents (N = 157) recruited in a public school system each viewed six ...

...Individual difference variables including alcohol use behavior, sensation-seeking, masculinity and sports involvement were also **measured**. Results: **Subjects** showed a consistent preference for beer **ads** with sports **content**. A significant three-way interaction between **ad** type, programming type and junior versus senior high-school age level also indicated that sports...

26/3,K/16 (Item 3 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2003 The Gale Group. All rts. reserv.

04905787 SUPPLIER NUMBER: 21136467

**Gender stereotypes in Portuguese television advertisements.**

Neto, Felix; Pinto, Isabel  
Sex Roles: A Journal of Research, v39, n1-2, p153(12)  
July, 1998  
ISSN: 0360-0025 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 4362 LINE COUNT: 00382

...AUTHOR ABSTRACT: to update Portuguese research and to compare findings across cultures. Three hundred and four evening **commercials** were **content** analyzed by two **raters**, one male and the other female, to check reliability. The attributes of each of their...

26/3,K/17 (Item 4 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2003 The Gale Group. All rts. reserv.

03193020 SUPPLIER NUMBER: 14156080

**Appraising gender role portrayals in TV commercials.**

Kolbe, Richard H.; Langefeld, Carl D.  
Sex Roles: A Journal of Research, v28, n7-8, p393(25)  
April, 1993  
ISSN: 0360-0025 LANGUAGE: English RECORD TYPE: Fulltext; Abstract



June 23, 2003

WORD COUNT: 6302      LINE COUNT: 00516

...AUTHOR ABSTRACT: characters appearing in prime-time television advertisements. Four hundred twenty-six college students (primarily Caucasian) **rated** major **ad** **characters** on the BSRI and provided perceptual **judgments** about the **character** and **ad** presentation. The confirmatory analysis of the psychometric properties of the BSRI indicated the appropriateness of the scale for self- and person-perception ratings. BSRI Femininity and Masculinity subscale **scores** for the **ad** **characters** were analyzed as continuous variables. Counterstereotypic female characters had significantly higher Masculinity scores than stereotypic...

26/3,K/18      (Item 1 from file: 570)  
DIALOG(R) File 570:Gale Group MARS(R)  
(c) 2003 The Gale Group. All rts. reserv.

01504784      Supplier Number: 45582460  
**NatWest- bank to basics**  
Marketing, v0, n0, p13  
June 1, 1995  
ISSN: 0025-3650  
Language: English      Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:  
National Westminster Bank (NatWest) is launching a GBP7.5 mil **TV** and press campaign that will be handled by Bartle Bogle Hegarty. The campaign, which carries...

...two 60-second commercials have a certain approach that addresses the problem of low interest **rates** and competition. The **ads** **messages** is that one can proceed and enjoy life while NatWest handles one's financial requirements...

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27/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05765948 Supplier Number: 50252997 (USE FORMAT 7 FOR FULLTEXT)  
**Trouble Brews for Booze**  
Mundy, Alicia  
MEDIaweek, v8, n31, p8  
August 10, 1998  
Language: English Record Type: Fulltext  
Article Type: Article  
Document Type: Magazine/Journal; Academic  
Word Count: 474

... over the next five years.

The survey requests information on each company's compliance with self-regulatory code provisions on ad content and placement and efforts to restrict those under the legal drinking age (21) from viewing...

...companies' Web sites. The FTC also wants to know about product placement in movies and TV shows, and what the industry is doing to limit such placements to movies directed at...

27/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

04952657 Supplier Number: 47278138 (USE FORMAT 7 FOR FULLTEXT)  
**Commercial Appeal?**  
Katz, Richard  
MEDIaweek, p34  
April 7, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Academic  
Word Count: 630

... specifically appeal to wealthier viewers.

Other potential advantages of digital, says Chuck Sherman, senior vp/television for the National Association of Broadcasters, will stem from stations' ability to use their new...

...to create additional compressed channels. In addition to increasing the amount of a station's ad inventory, the compressed channels allow advertisers to target their messages by ZIP code. Sherman adds that broadcasters can also use some of the new spectrum to transmit additional...

27/3,K/3 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

09476162 SUPPLIER NUMBER: 19289897 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Commercial appeal? Advertisers are clearly unexcited about HDTV. (high definition television) (Digital TV) (Brief Article)**  
Katz, Richard  
MEDIaweek, v7, n14, p34(2)  
April 7, 1997  
DOCUMENT TYPE: Brief Article ISSN: 1055-176X LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 668 LINE COUNT: 00056

... specifically appeal to wealthier viewers.

Other potential advantages of digital, says Chuck Sherman, senior vp/

June 23, 2003

**television** for the National Association of Broadcasters, will stem from stations' ability to use their new...

...to create additional compressed channels. In addition to increasing the amount of a station's **ad** inventory, the compressed channels allow **advertisers** to target their **messages** **messages** by **ZIP code**. Sherman adds that broadcasters can also use some of the new spectrum to transmit additional...

27/3,K/4 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

06221722 SUPPLIER NUMBER: 13884732 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Differences in attitudes toward TV advertising: VCR usage as a moderator.**  
(**television; video cassette recorder**)  
Lee, Seonsu; Lumpkin, James R.  
International Journal of Advertising, v11, n4, p333(10)  
Fall, 1992  
ISSN: 0265-0487 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 3990 LINE COUNT: 00336

... AND CONCLUSION

The results of this research indicate that VCR users who zip and zap **TV** commercials have more negative attitudes toward **TV** advertising than others. The informational and perceived materialistic nature of the **TV** commercials **TABULAR DATA OMITTED** contribute to commercial avoidance behaviour. To effectively communicate with **commercial** avoiders, **TV** **advertisers** should design **commercials** containing more useful product/brand information and less materialistic **content**. To reduce the **rate** of commercial avoidance by viewers, it has been suggested the advertisements be presented in a...

27/3,K/5 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

03932357 SUPPLIER NUMBER: 07755914 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Executional factors and advertising effectiveness: a replication.**  
Stewart, David W.; Koslow, Scott  
Journal of Advertising, v18, n3, p21(12)  
Summer, 1989  
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 6341 LINE COUNT: 00534

... 1986) represented one of the largest efforts ever undertaken to describe the executional content of **television** commercials and to relate that content to measures of advertising effectiveness. That study produced a...

...brand differentiation. This finding has had a particularly strong impact on industry practice, and many **advertisers** now routinely **score** **commercial** **messages** in terms of product differentiation as a part of diagnostic testing.

Despite its scope, however...

27/3,K/6 (Item 1 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2003 The Gale Group. All rts. reserv.

04006848 SUPPLIER NUMBER: 18539393  
**Personal advertisements of male-to-female transsexuals, homosexual men, and**

June 23, 2003

**heterosexuals.**

Child, Meredith; Low, Kathryn Graff; McCormick, Cheryl McDonell;

Cocciarella, Andrew

Sex Roles: A Journal of Research, v34, n5-6, p447(9)

March, 1996

ISSN: 0360-0025

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3142 LINE COUNT: 00284

... METHODS

**Advertisements**

Personal advertisements of male to female transsexuals were collected from five issues of **TV /TS Tapestry: A Journal for All Persons Interested in Crossdressing & Transsexualism** (1986 through 1989). Personal...

...a sample. The majority of personal ads analyzed appeared to be from Caucasian, middle class **advertisers**.

**Coding Categories**

**Advertisements** were coded dichotomously for 10 characteristics offered and for requests for friendship. Very few qualities...

27/3,K/7 (Item 1 from file: 47)

DIALOG(R)File 47:Gale Group Magazine DB(TM)

(c) 2003 The Gale group. All rts. reserv.

04727244 SUPPLIER NUMBER: 19229601 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The rating game: a behind-the-scenes look at the fierce lobbying battle in Washington that created the new TV ratings.**

Disconsiglio, John

Scholastic Update, v129, n10, p14(2)

Feb 21, 1997

ISSN: 0745-7065

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1330 LINE COUNT: 00106

... believed that violence and sex on television had gotten out of hand.

The controversy over **rating** the **content** of **TV** programs had been percolating for years. Movies have been rated since 1966. But the **television** networks had long resisted rating their shows. The logistics of rating 1,600 hours of network programming a day were impossible, they said. The networks also worried that **advertisers** would be hesitant to buy **commercial** time on shows designated for "adults."

But when controversial shows like ABC's NYPD Blue...

June 23, 2003

28/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

09209944 Supplier Number: 80094497 (USE FORMAT 7 FOR FULLTEXT)

**MASS MEDIA.**

Communications Daily, v21, n188, pNA  
Sept 27, 2001

Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 647

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

...soon with new encoder that automatically will set clock on viewers' VCRs and TVs in **program** funded by Consumer Electronics Assn. (CEA). Assn. is providing more than \$633,000 to replace...

...on PBS stations, which in turn will be used by all NTSC VCRs and some TV receivers to set internal clock automatically. Tollefson said encoders also would pass other signals in vertical blanking interval (VBI), including **program content rating** and multiple language closed captions. If clock isn't set correctly, VCRs can't be preprogrammed to record **programs** when viewer isn't at home. Saying present arrangement in PBS stations is unsatisfactory, Tollefson...

...all member stations had insertion equipment. Insertion equipment now used removes other signals such as **program content rating** and multiple language closed captions. He said new equipment would provide near-universal coverage of time signal to public, while still allowing stations to broadcast **program content rating** and other VBI information. Many **commercial** stations have **similar** equipment, he said, but most don't insert time signal, instead using it to insert...

28/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

09117067 Supplier Number: 79445820 (USE FORMAT 7 FOR FULLTEXT)

**Whatever Works.(advertising agency nominations for Best Overall Promotion)**

Promo, p43

Nov 1, 2001

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 8297

... return on investment.

Campaign: 70 Million Homes

Agency/Client: In-house/Cartoon Network

When the **cable** network topped the 70 million-household threshold, it couldn't let the accomplishment pass without...

...notify 1,500 advertising and promotion marketing executives. After first breaking the effort with trade **ads**, the net mailed kits shaped like mice carrying boxes of chocolate and cards thanking recipients for their support. One week later, an e-mail featuring animated **cartoon** characters arrived to reinforce the **message**. The e-mail **scored** a click-through rate of 26 percent, almost double what the network targeted and more than five times the industry average for **similar** messages.

MOST INNOVATIVE COMMUNICATION STRATEGY

Campaign: Max Life Car Lovers Challenge

Agency/Client: Edelman Worldwide...

28/3,K/3 (Item 3 from file: 16)

June 23, 2003

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

08967593 Supplier Number: 77870347 (USE FORMAT 7 FOR FULLTEXT)

**Rising to the Top. (Statistical Data Included)**

Promo, p46

Sept 1, 2001

Language: English Record Type: Fulltext

Article Type: Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 4061

... slots sold out.  
Campaign: 70 Million Homes  
Agency/Client: In-house/Cartoon Network  
When the **cable** network topped the 70 million-household threshold,  
it couldn't let the accomplishment pass without...

...notify 1,500 advertising and promotion marketing executives. After first  
breaking the effort with trade **ads**, the net mailed kits shaped like mice  
carrying boxes of chocolate and cards thanking recipients for their  
support. One week later, an e-mail featuring animated **cartoon** characters  
arrived to reinforce the **message**. The e-mail **scored** a click-through  
rate of 26 percent, almost double what the network targeted and more than  
five times the industry average for **similar** messages.

MOST INNOVATIVE COMMUNICATION STRATEGY

Campaign: Escape to the Art of WEGA

Agency/Client: Brand...

28/3,K/4 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

08476489 Supplier Number: 72508828 (USE FORMAT 7 FOR FULLTEXT)

**Street's bear facts; Financial services firms start facing slump head-on;  
analysts get tutorials in lost art of stock downgrades. (Brief Article)**

gandel, stephen

Crain's New York Business, v17, p1

March 26, 2001

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 1073

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...sense as an airline talking up crashes. But there it was. In a recent  
print **ad**, Morgan Stanley Dean Witter & Co. broke a 10-year taboo and  
invoked that most dreaded of four-letter words-bear. ``Face it,`` read the  
**ad**, ``most e-brokers know bull about bear markets.`` A year after the  
stock markets began...

...Stanley is not the only firm that is radically retuning its pitch. One  
of the **ads** in Citibank's campaign launched in January reads, ``He who  
dies with the most toys...

...and that's the point. ``When there is a change in the economy, we always  
**assess** whether our **message** seems to hold,`` says Anne MacDonald, head  
of marketing for Citibank's consumer businesses. ``Certainly...

...the way they advertise themselves.`` The nearly decade-long bull market  
spawned a generation of **ads** that tapped into investors' dreams of instant  
riches. That ended with the crash of the...

June 23, 2003

...a number of bearish analysts out of hibernation to provide advice. Increasingly, Wall Street's **ads** stress long-term relationships, capital preservation and-at the end of the day-the fact...

...the course and ``Be bullish.'' Two weeks ago, the firm backed that up, taking out **advertisements** in major newspapers quoting its own analysts' predictions of a market rally looming just over...

...outperforming every other investment, Wall Street's marketing message changed. From their strategists to their **TV commercials**, securities firms pushed stocks, stocks and more stocks. As a result, contrarians and those people...

...assets in stocks, was bounced from Merrill Lynch last year. Gail Dudack, who suggested a **similarly** low 45% stock allocation, met a **similar** fate at UBS Warburg after parent UBS AG bought Paine Webber Group Inc. last summer. She was **shown** the door in favor of Paine Webber's Ed Kerschner, who supports a more acceptable...

28/3,K/5 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

07095459 Supplier Number: 59952899 (USE FORMAT 7 FOR FULLTEXT)  
**EU DRUGS STRATEGY 2000-2004: COMMISSION AND PRESIDENCY EMPHASISE  
INTERNATIONAL COOPERATION.**

European Report, pNA

March 8, 2000

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 3961

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...co-operation. We support the efforts of the United Nations, in particular the United Nations **Programme** for International Drug Control (UNCDP), to develop international co-operation based on the principles adopted...

...Fifteen, the participants are the United States, Canada, Australia, Japan and Norway. The United Nations **Programme** for International Drug Control (UNCDP) participates in the work of the Dublin Group. When appropriate...

...and management of the authorities tasked with such action, in particular as regards national implementation **programmes**. There is also the matter of evaluating the political determination of the host country in...

...situation five years ago, is the fact the we now have a much more accurate **picture** of the drug situation in the EU thanks to the information provided by the drugs...

...and the Caribbean was adopted last June (see European Report No 2420, Section V). A **similar** type of Action Plan is being finalised between EU and Central Asia (see European Report...data on seizures of drugs. Albania must provide its contribution in assisting the United Nations **Programme** for International Drug Control (UNCDP) and the European Union in the formulation of adequate **programmes**. An effort must be made to provide more rapid assistance to Bosnia & Herzegovina to cover...

...to assist South Africa control the drugs situation are important. They should also cover the **programmes** to prevent crime. In the Ivory Coast, substantial outside aid is still required. In Nigeria...

...airlines headquartered in countries of the Dublin Group should participate in the Colombian port security **programme** once that **programme**

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is extended to the airports. Better co-ordination with the Bolivian authorities will have to be sought in implementation of clearing or grubbing **programs**, as well as alternative development projects, if the creation of an economic vacuum in the de Drogas, the National Drug Control **Programme**. Guatemala must continue the procedure for adoption of the law on money laundering and on...

...draw up a master plan to combat drugs and to encourage the establishment of preventive **programs**. In Panama, there is a need to rapidly increase the resources for the facilities and...

...of revising its national master plan for 2000 with the assistance of the United Nations **Programme** for International Drug Control (UNCDP).--Again, according to Mr Vitorino: "Coordinating the large number of...

...one. It is, however, a task that is well worth doing."Portuguese Presidency's Work **Programme**.The Portuguese Presidency has announced its intention to place its campaign to combat drugs firmly...

...the establishment of agreements between police and customs authorities in the combat against drugs is **showing** its limitations at the European level. Although there now exist in the Fifteen Member States...Spain and Austria are the only countries which still do not have memoranda of agreement **programmes**. Austria has done the preparatory work with a view to the introduction of such a **programme**. For now, seven co-operation agreements are already at the negotiation stage. Spain intends to launch a **programme** of this type soon, since it too recognises the advantages.In 1997, the number of...

...by German customs administrations with maritime shipping lines.The importance of the memoranda of agreement **programmes** varies significantly from one Member State to another. While the most substantial **program** (UK) includes 123 co-operation agreements, only one agreement has been concluded in the most modest **programme** (Luxembourg). The majority of the memoranda of agreement (148) have been entered into with individual...

...considered that co-operation between the customs authorities and businesses under the memoranda of agreement **programmes** confers a significant added value. It is primarily the field of information transmission that is...

...co-operation with the countries of the region.The other focus of the Presidency's **programme** will seek to act on the demand for drugs. As part of the conference on...

...and assistance to drug addicts. It is also expected to suggest the production of a **TV spot advertisement** to deter consumption of drugs by young people.--The Campaign Against Synthetic Drugs.Having failed...

...United Kingdom), following the example of what is being done in the case of a **similar** synthetic drug, MDMA. It seems that MBDB attracts fewer takers than MDMA.The Commission submitted...

...was not necessary, under present circumstances, to submit a Council initiative proposing that MBDB be **subject** to control **measures** at the European Union level. Following a suggestion by the Irish Delegation, there was a...

28/3,K/6 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

05068572 Supplier Number: 47440938 (USE FORMAT 7 FOR FULLTEXT)  
HUNDT PROPOSES CHIP TO BLOCK DISTILLED SPIRITS ADS  
Communications Daily, v17, n106, pN/A



June 23, 2003

June 3, 1997

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 505

... of any particular one.

Sources said that draft order notes that Telecom Act requires certain TV sets to be equipped with technology to allow viewers to block programs marked with certain codes. Those codes, based on TV rating system, are subject of heated debate on Capitol Hill. Commission draft says that existence of technology to enable viewers to block shows based on TV ratings also suggests possibility that similar mechanism could be used to "restrict the display of distilled spirits advertising," if Commission determines...

...asks whether it would be possible to set up such blocking system for distilled spirits ads, similar to system to be used for V-chip.

Draft also suggests variety of other ways...

28/3,K/7 (Item 1 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00428093

'Do it on the radio:' Radio advertising is on the brink of major growth.  
Advertising Age May 29, 1978 p. R1-R391

On the heels of record year-to-year increases in total US ad volume, 1978 volume is expected to be 15% over 1977. All media share in the...

... hikes, but radio has mirrored or exceeded the total gains. The various forms of radio ads (network, local and national spot) have not grown at equal rates, however, and national spot presently accounts for only one out of every five radio ad dollars. The picture is likely to change over the next few years, and national spot radio is expected to take off, boosted by use by large national package-goods advertisers and inflation of TV rates. Radio has eight characteristics pointing up its feasibility for today's advertising climate: potential for brand reach; opportunity for frequency; ability to match market targets with radio audience; geographic flexibility; freedom in timing and commitment; price efficiency; editorial and programming value and effectiveness. Special Advertising Age section discusses many aspects of radio advertising, including creative production, research, the ratings battle, marketing activities by RAB, barter syndication, ethnic programming and advertising, several radio advertising success stories, programming and listener lifestyles, revenues, technology, and an 'advertorial' from ABC Radio.

...

28/3,K/8 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

15780000 SUPPLIER NUMBER: 99601620 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Current labor statistics.

Monthly Labor Review, 126, 1, 45(66)

Jan, 2003

ISSN: 0098-1818 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 30687 LINE COUNT: 10084

... monthly data seasonally adjusted  
(In thousands)

Annual average

2001

June 23, 2003

Selected categories

2000 2001 Nov. Dec.

Characteristic

Employed, 16 years and over	135,208	135,073	134,253	134,055
Men	72...9	121.9	120.5	
Services less energy		212.6	213.0	213.

3

2002

Series

July Aug. Sept.

CONSUMER PRICE INDEX  
FOR ALL URBAN CONSUMERS

All items	180.1	180...
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28/3,K/9 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

13389188 SUPPLIER NUMBER: 19540156 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The impact of information level on the effectiveness of U.S. and Korean television commercials.**

Taylor, Charles R.; Miracle, Gordon E.; Wilson, R. Dale  
Journal of Advertising, v26, n1, p1(18)  
Spring, 1997

ISSN: 0091-3367 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 11362 LINE COUNT: 01031

... experimental approach in attempting to understand cultural differences between two countries. A content analysis might **show** that Korean and U.S. **ads** contain different levels of information, but would not suggest a reason for such differences. Our results suggest that the reason Korean **commercials** tend to contain less information than U.S. **commercials** is that cultural differences cause high information levels to be received more favorably in the United States than in the ROK (at least in terms of (A.sub. ad ) and (A.sub.brand)). These results demonstrate the type of insight that can be gained...

...types of strategies are effective in various countries. Experimental research has the advantage of directly **assessing subject** response to specific advertising strategies rather than having to rely on secondary inferences. Our findings...

...imply that advertisers in the United States should consider using high levels of information in **television commercials** for the food/beverage, health and beauty aids, and **similar** product categories and that more moderate information levels may be appropriate in the ROK. For...

...market, the results suggest that caution be exercised when considering standardizing the information level in **ads** developed for the United States and the ROK. Instead, advertisers operating in both the Korean...

28/3,K/10 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

11022252 SUPPLIER NUMBER: 54538661 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**NOTEBOOKS.**

June 23, 2003

Television Digest, 39, 18, NA

May 3, 1999

ISSN: 0497-1515

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 3217

LINE COUNT: 00268

TEXT:

Rejecting judge's finding that doing so would be illegal, Brunswick, O., April 27 denied **Cablevision** Systems' request for franchise renewal. Move follows years of battling between MSO and city over whether **Cablevision** met franchise requirements, particularly for public, educational and govt. (PEG) access facilities and institutional network (I-Net) construction. "I'm outraged," said Sheila Mahony, **Cablevision** senior vp-communications, govt. and public affairs. **Cablevision** will appeal, she said, and "there's no question we'll be vindicated in federal ...

...industry lawyer told us, because it could clarify precedent set by case in Sturgis, Ky. **Cablevision** Ohio spokeswoman said case will set example for "other communities that are asking for goodies...  
...package and other sports rights. In return, network said it will give operators more local ad time. On average, operators will have to pay nearly \$1 per subscriber monthly to carry ESPN in coming year. Increase comes at time when some MSOs have vowed to keep **cable** rate increases at about 5% annually so as not to disrupt recent rate deregulation. -----  
Senate...

...access now, and new policy could lead to cost savings. ----- CBS agreed to buy KEYE-TV (Ch. 42, CBS) Austin from Granite Bcstg. for \$160 million. If deal, along with previously...

...distance education through digital technologies while balancing rights of copyright owners. ----- Gemstar International acquired Electronic TV Host, Web-based electronic **programming** guide service, from TVH Inc., it said, terms not announced. TVH Inc. produces print **cable** TV guides, and will market Gemstar's electronic offerings to its **cable** clients. -----  
Despite steady decline in number of direct-to-home (DTH) subscribers, C-band remains...

...MHz, 20 w C-band transponders and will deliver analog and digital video services and **cable** **program** distribution, in addition to providing backup capacity for other spacecraft, company said. "It's no...  
...by some observers as "beginning of the end" for use of C-band for satellite TV, many **cable** and radio broadcasters and some telecom companies continue to rely heavily on frequencies in that...

...portfolio for ISPs. Earley declined to answer questions about AT&T's counteroffer for MediaOne. **Cable** modems and DSL have different broadband niches and AT&T is offering both for ISPs, she said. DSL is good for businesses and telecommuters, while **cable** modems are more consumer oriented, Earley said: " **Cable** only passes 25% of businesses." ----- It's "impossible to reconcile" broadcaster claims, in Satellite Home Viewer Act proceedings, that TV antennas can provide good TV reception to most households with claim in DTV must-carry case that antennas aren't acceptable substitute for **cable** carriage, Time Warner said in FCC filing: "NAB never claimed in its digital must-carry..."

...also will mean that antennas are "less intrusive on the core free speech rights of **cable** operators" than DTV must-carry, Time Warner lawyer Arthur Harding said. ----- British govt. wants to set date as soon as possible to complete transition to digital TV from analog, Bcstg. Minister Janet Anderson said. She told Media Trust conference in London that...

...to serve on DirecTV advisory board. DirecTV also agreed to carry 2 channels of DBS **programming** that Hubbard Bcstg. is to develop in next 7 years. DirecTV also will continue distribution...

June 23, 2003

...its leased access campaign to Washington, requesting capacity from AT&T Broadband & Internet Services' District **Cablevision** system. IVI has filed several **similar** applications elsewhere to provide Internet services over leased access capacity, but this is first in...

...IVI recently relaunched its Web site --- [www.perki.net](http://www.perki.net) -- as "broadcast portal" composed solely of **TV** feeds, many from foreign countries. ----- First meeting of congressionally appointed commission on electronic commerce will...

...Counties and other groups to drop their lawsuit challenging makeup of panel. ----- 3Com became 3rd **cable** modem manufacturer, and first major one, to be certified by **CableLabs** for interoperability, and can brand its retail modems as such. Thomson and Toshiba, each with much smaller market share, also have been certified. More than dozen companies are seeking **CableLabs** certification, and lab has just completed 2nd of 7 certification "waves" for 1999. ----- General Instrument (GI) and Cisco Systems will offer advanced dual- return **cable** modem permitting both radio frequency (RF) and telephone return paths, companies said. New system will combine GI's Data Over **Cable** Service Interface Specification (DOCSIS)-based SB2100D **cable** modem and Cisco's DOCSIS-qualified **cable** modem termination system and universal access server. ----- Congressional Internet Caucus plans ambitious schedule for next few months, Caucus Advisory Committee Chmn. Jerry Berman said. He said Caucus planned major **programs** addressing Internet content, privacy, encryption and broadband issues. ----- Tex. **cable** open access bill received 7-hour hearing last week and could clear House State Affairs...

...that the DTV transition is largely on schedule." Comment was reference to airing of DTV **programming** by 61 stations, well above 40 in top-10 markets that Commission had required to...

...climbing aboard," Kennard said. Remaining issues, he said, include DTV set manufacturing, increasing amount of **programming**, antenna towers, **cable** compatibility, must-carry, copyright protection. ----- Senate Antitrust Subcommittee May 6 will mark up bill (S...

...to give itself 90 extra days to approve mergers. ----- Discovery Communications will buy into Fanfare, **cable** classical music network founded by WETA- **TV** Washington, parties announced April 26. Partnership with Discovery, which is part-owned by Liberty Media, could help WETA- **TV** secure **cable** carriage for Fanfare by its Thanksgiving Day launch. WETA- **TV** CEO Sharon Rockefeller said Discovery's support "is a strong indication of (Fanfare's) potential value to **cable television** providers." Fanfare Chmn. Jack Clifford said Discovery is first of what he hopes will be 8 **cable programmers** taking stakes in new network. ----- Worldwide **cable** modem market will grow to 35 million units in 2005 from one million in 1998 ...

...annual increase, to \$1.877 billion in 2005 from \$258 million last year. Report predicted **cable** operators would have lead in terms of volume over other high-speed Internet providers but...

...agreement with TiVo and Phillips to produce DirecTV branded receiver allowing viewers to get satellite **programming** and personal **TV** service in one unit. ----- Because it's been more aggressive in production of broadband content...

...continue in same role on news channel, he said. Terms weren't disclosed. FNO develops **programming** specifically for broadband platform instead of using HTML- **coded content**, said Scott Ehrlich, exec. producer, News America Digital, News Corp. affiliate that produces Fox News...

...provide news content to Road Runner. ----- Sinclair should be disqualified from holding license for KOKH- **TV** (Ch. 25, Fox) Oklahoma City

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because of "evasions and deceitful conduct" in bid for approval...

...said number "exceeded our expectations." ----- Rep. Markey (D-Mass.) will keynote annual conference on Children & TV June 28 at National Press Club, sponsored by Annenberg Center. Other speakers include Bruce Friend of MTV, Kathy Quattrone of PBS, Robin Schwartz of NBC, Christopher Keenan of WB TV -- 202-879-6700. ----- DirecTV distributor Galaxy Latin America received exclusive contract to provide HBO premium satellite programming in Latin America and in Greater Buenos Aires, companies said. ----- Speakers at Bcst. Cable Financial Management conference May 17-20 in Las Vegas are to include Paxson Chmn. Lowell...

...James Allchin in charge of Div. ----- AT&T Broadband & Internet Services bought 28,000-subscriber cable system from Cable Communications Co-op of Palo Alto. AT&T said it will upgrade system for advanced...

...customers to purchase entertainment-related merchandise online, companies said. Agreement gives consumers access to interactive TV systems based on Advanced TV Enhancement Forum (ATVEF) standards. ----- Snap.com claims to be fastest growing Web site, based on...

...S.A. that it didn't own for \$258 million, giving it Chile's largest cable TV and competitive LEC, with network passing 1.6 million homes. ----- Shaw Communications said it agreed...Fairfax County, Va., for \$1.4 billion, at \$5,385 per subscriber. ----- Owners of WLEX-TV (Ch. 18, NBC) Lexington, Ky., agreed to sell station to Cordillera Communications for \$99.1 million, broker Patrick Communications said. ----- Cable hardware manufacturer Blonder Tongue Labs said income plunged to \$443,000 (5 cents per share...

...on speculation that former is considering equity investment in exchange for exclusive rights to broadcast programming from Chancellor's radio stations over Internet.

28/3,K/11 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10804042 SUPPLIER NUMBER: 53851698 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
TELEPHONY.  
Communications Daily, 19, 27, NA  
Feb 10, 1999  
ISSN: 0277-0679 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2360 LINE COUNT: 00198

TEXT:

...challenge in U.S. Appeals Court, D.C., against FCC order that made wireless carriers subject to same rate integration rules for long distance calls as wireline carriers. Commission also denied petition of CTIA...

...other petitioners that Congress did not intend the rate integration requirements to apply to CMRS" -- commercial mobile radio services. CTIA said rate integrating proceedings prohibit carriers from "charging rates for interstate...

...FCC rule that bars POFM stations from providing common carrier service. It wants to allow commercial mobile radio service carriers and other common carriers that serve offshore platforms in Gulf of Flag Atlantic-1's planned transoceanic dual cable system for voice, high-speed data and video. Flag Atlantic-1, joint venture of Flag...

...application for N.Y. by beginning of summer, with Mass. and Pa. next,

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Tauke said. **Similar** collaborative processes with state regulators are occurring in states such as N.J., Mass. and...

...out local service switches for Boston business customers, with AT&T arguing that problems are **similar** to those encountered in N.Y. In Tues. news conference, AT&T Pres.- Network Services...clear market choices exist for both residential and business local service customers. It cited survey **showing** 70% of large and medium Phoenix businesses have been solicited by competitive local providers, saying Cox **Cable** has begun offering residential phone service with ability to serve 500,000 customers, local competitors...

28/3,K/12 (Item 5 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

10419397 SUPPLIER NUMBER: 21057132 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**EPA to Convert Buildings into Environmental Stars.**  
Sulviner, Prall  
Energy User News, v23, n8, p1(1)  
August, 1998  
ISSN: 0162-9131 LANGUAGE: English .RECORD TYPE: Fulltext  
WORD COUNT: 816 LINE COUNT: 00069

TEXT:

WASHINGTON, D.C. - **Commercial** building owners searching for ways to boost occupancy and reduce attrition need look no further...

...help than Uncle Sam. Thanks to the Energy Star Building Label, a voluntary energy efficiency **program** jointly developed by the Department of Energy and the Environmental Protection Agency, participating **commercial** building owners can promote their properties as cost efficient, an important marketing tool in the ultra-competitive **commercial** real estate market. Announced Earth Day, April 22, the Energy Star building **program** is designed to encourage businesses to lower their energy consumption and reduce greenhouse gas emissions in exchange for lower operating costs. The EPA estimates that if **commercial** buildings-which emit 19 percent of greenhouse gases-used more energy-efficient electrical products, businesses...

...global warming." Energy Star participants whose buildings rank among the 25 percent most energy efficient **commercial** properties receive an Energy Star plaque designating the year in which the award was received...

...hours, plug loads and average occupant density. Initial projections are that 25 percent of all **commercial** buildings can now qualify for the Energy Star Label and that an additional 25 percent can qualify if energy use is reduced 30 to 35 percent. "The **program** answers the important question of how does my building compare with the energy performance of other buildings?" said Mark Ginsberg, deputy assistant secretary for building technology, state and community **programs** for the DOE. "When you know that, you can determine ways to improve your building..."

...Energy Star Label, each participating building's energy consumption will be compared against buildings with **similar characteristics**. **Rating** criteria, currently under review by 50 experts from government agencies, national laboratories, professional groups, and...

...owners on ways to make their properties more energy efficient, the EPA has created software **programs** that offer energy management hints. One **program** is DOE-2, which calculates the energy use of an entire building. Several years ago, users of DOE-2 reported that the **program** saved U.S. building owners more than \$5 billion in energy costs, according to the EPA's Ginsberg. Another software **program** is the Whole Building

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Diagnostician, which detects and diagnoses problems associated with the operation of HVAC systems and equipment in **commercial** buildings. The software tracks overall building energy use and monitors the performance of the air handling units and outside air control. The **programs** are available through nine software vendors. In addition to buildings, the EPA and DOE have initiated **programs** to apply the Energy Star label to **TV**, /VCRs, air-conditioning equipment. and homes. For more information on the Energy Star initiative, visit...

28/3,K/13 (Item 6 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

10406500 SUPPLIER NUMBER: 21031973 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Do We Know What Inappropriate Laboratory Utilization Is?**  
Walraven, Carl van MD, MSc, FRCPC; Naylor, C. David MD, DPhil, FRCPC  
JAMA, The Journal of the American Medical Association, v280, n6, p550(1)  
August 12, 1998  
ISSN: 0098-7484 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 7757 LINE COUNT: 00672

TEXT:

...determined the appropriateness of screening tests (eg, preoperative screening batteries, preoperative bleeding times, blood cross- **matching** ). We reasoned that, instead of determining the appropriateness of a test for a particular patient...articles as well as citations retrieved from EMBASE and HEALTHSTAR databases with a search strategy **similar** to that used in MEDLINE. Finally, hand-searching was used to screen all articles in the Toward Optimal Laboratory Use **series** from JAMA and all references in 3 commonly cited textbooks on laboratory test (use.48...

...searching EMBASE and HEALTHSTAR databases, reviewing references of all retrieved articles, and hand-searching journal **series** and textbooks on laboratory testing. Thirty of these were in the MEDLINE database but were by a single pathologist. Bloom-garden and (Sidel.sup.97) **showed** that agreement between 2 physician groups was significantly beyond chance ( $K = 0.63$ ,  $P < .001$ ...

...positive patient outcomes. Bowman et (al.sup.83) and Morris et (al.sup.99), however, **showed** that tests that complied with the criteria were significantly more likely to have abnormal results...is associated with improved patient (outcomes.sup.27) For example, Kravitz et (al.sup.126) **showed** that patients meeting panel criteria for revascularization who did not undergo such procedures fared significantly ...of patients and physicians using methodologically sound (studies.sup.27). Further research is necessary to **measure** test operating **characteristics** and methods of determining pretest probabilities (accurately.sup.(131)(132)). When inappropriate laboratory utilization is ...

...105, 119-121. +. References 29, 30, 32, 34, 37-40, 43, 44, 130. References 1. **Showstack** JA, Schroeder SA, Matsumoto MF. Changes in use of medical technologies. 1972-1977. N Engl...1987. 49. Speicher CE. The Right Test: A Physician's Guide to Laboratory Medicine. 2nd **ad** . Philadelphia. Pa: WB Saunders Co; 1993. 50. Panzer Ed, Black ER, Griner PF, eds. Diagnostic...Neth J Med. 1995;47:208-213. 83. Bowman RA, Bowman JM, Arrow SA, Riley **TV** . Selective criteria for the microbiological examination of faecal specimens. J Clin Pathol. 1992;45: 888...

...5:249-254. 87. Wing DS, Duff HJ. The impact of a therapeutic drug monitoring **program** for phenytoin. Ther Drug Monit. 1989;11:32-37. 88. Levine M, McCollom R, Chang...248. 104. Greenlaw CW, Blough SS, Haugen RK. Aminoglycoside serum assays restricted through a pharmacy **program** . Am J Hasp Pharm. 1979;36:1080-1083. 105. Valenstein P, Leiken A, Lehmann C...

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...TJ, Parry JL. Gwyther RE. Serum drug level utilization review in a family medicine residency **program** . J Fam Pract. 1984;9:507-512. 114. Finn A F Jr, Valenstein PN, Burke...

...Gross PA, Van Antwerpen CL, Hess WA, Reilly KA. Use and abuse of blood cultures: **program** to limit use. Am J Infect Control

28/3,K/14 (Item 7 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10347933 SUPPLIER NUMBER: 20960359 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Advertising on the Digital Platform. (the future of digital television) (Editorial)**  
Livingston, Ted  
Multichannel News, v19, n29, p57(1)  
July 20, 1998  
DOCUMENT TYPE: Editorial ISSN: 0276-8593 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 1223 LINE COUNT: 00101

... transactions that are popular on the Net, like travel and financial services, will thrive on **television** . But viewers will click on **banner** -like **ads** infrequently while watching **TV programs** .

On the other hand, technology that helps advertisers to target their best prospects, to track...

28/3,K/15 (Item 8 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

10155194 SUPPLIER NUMBER: 19737249 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Context effects at encoding and judgment in consumption settings: the role of cognitive resources. (includes appendix)**  
Meyers-Levy, Joan; Tybout, Alice M.  
Journal of Consumer Research, v24, n1, p1(14)  
June, 1997  
ISSN: 0093-5301 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 11323 LINE COUNT: 00971

... these hypotheses under conditions intended to represent consumer settings in which engaging contextual information (a **television show** or a news story) is interrupted by the presentation of information about a new product (an **advertisement** ), and consumers subsequently have an opportunity to sample the product. The first experiment examines context...

...examining the encoding effect of contextual data on both overall affective evaluations and specific feature **judgments** .

EXPERIMENT 1

Method

**Subjects** . Eighty-one male and female students at a West Coast university completed the study in...

28/3,K/16 (Item 9 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

08895829 SUPPLIER NUMBER: 18588335  
**The Media Equation: How People Treat Computers, Televisions, and New Media as Real People and Places. (book reviews)**  
Publishers Weekly, v243, n34, p48(1)



June 23, 2003

August 19, 1996

DOCUMENT TYPE: Review ISSN: 0000-0019 LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 287 LINE COUNT: 00027

... respond to praise from them and view them as teammates. They like computers with personalities **similar** to their own, find masculine-sounding computers extroverted, driven and intelligent while they judge feminine-sounding computers knowledgeable about love and relationships. Viewers **rate content** on a **TV** embellished with the label "specialist" superior to identical content on a **TV** labeled "generalist" (they even found the **picture** clearer on the "specialist" box). Reeves and Nass, who combine expertise in fine arts, communications, math, sociology, **television** and computers, were consultants to the world's foremost software corporation on the creation of...

...dangers. The evidence of our suggestibility offers particularly powerful new arguments for monitoring children's **television**. And if the mere number of rapid-fire visual cuts in political **advertisements** really correlates with an impression of honesty, intelligence and sincerity, the more viewers who are...

28/3,K/17 (Item 10 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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05877722 SUPPLIER NUMBER: 12097238 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Levels of subjective comprehension in advertising processing and their relations to ad perceptions, attitudes, and memory.**

Mick, David Glen

Journal of Consumer Research, v18, n4, p411(14)

March, 1992

ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 10473 LINE COUNT: 00893

... those implying underlying elaboration but not accompanied by additional verbalization). Lutz and MacKenzie (1982) have **shown** the diagnostic value of a similar approach by distinguishing supported from unsupported cognitive responses. Another...

...most positively related to attitudes but also those most potentially dysfunctional for memory of the **message**.

Beyond **coding** refinements, the LSC framework also needs to be applied to different types of ads (pictorial...

28/3,K/18 (Item 11 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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03932966 SUPPLIER NUMBER: 07181284 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Hispanics and blacks in television commercials.**

Wilkes, Robert E.; Valencia, Humberto

Journal of Advertising, v18, n1, p19(7)

Winter, 1989

ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4914 LINE COUNT: 00401

...ABSTRACT: second analysis using three new coders indicated that coder ethnicity or race may affect the **judgments** made in **content** analyses involving minority groups. While the Anglo coder produced essentially the same results as did...

...coder saw blacks in more significant roles than did either the Anglo or

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Hispanic coder. **Similarly**, the Hispanic coder identified more Hispanics and saw them in more important roles than either...

Although there are studies of the portrayal of blacks in magazine **ads** and **television commercials**, information regarding Hispanic portrayals in this regard is quite limited. This paper uses content analysis to determine how both of these minority groups were portrayed in network **television**. Based upon an assessment of three hours of prime-time **programming** for one week on the three major U.S. **television** networks (ABC, CBS, NBC), **commercials** with blacks continue to increase (26 percent of all **ads** with live models) and are increasingly likely to be racially integrated. Blacks are portrayed more...

...groups, mainly in minor or background roles. Hispanics appeared in only six percent of the **commercials** with live models, primarily in background roles. A second analysis using three new coders indicated that coder ethnicity or race may affect the **judgments** made in **content** analyses involving minority groups. While the Anglo coder produced essentially the same results as did...

...coder saw blacks in more significant roles than did either the Anglo or Hispanic coder. **Similarly**, the Hispanic coder identified more Hispanics and saw them in more important roles than either...

28/3,K/19 (Item 12 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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03928445 SUPPLIER NUMBER: 07352950 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Regulation in multifirm markets.**  
Meyer, Robert A.  
Quarterly Review of Economics and Business, v29, n1, p6(15)  
Spring, 1989  
ISSN: 0033-5797 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 4683 LINE COUNT: 00402

... they are isolated from the actions of competitors. Even a causal glance at newspaper or **television advertisements** show comparative tables of MCI versus AT&T long distance rates. Other participants do likewise. This...

...completely absent in the monopoly setting. Not only do prospective customers see multiple prices for **similar** products (as well as the role of quality/grade of service issues), but the firms...

...noncollusive and collusive results without regulation and then the parallel cases when both firms are **subject** to **rate** -of-return regulation.

In the absence of collusion, each firm is assumed initially to seek  
...

28/3,K/20 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

03656253 Supplier Number: 47877920 (USE FORMAT 7 FOR FULLTEXT)  
**News Digest: WEB CONTENT**  
Digital Kids Report, pN/A  
August 1, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 762

(USE FORMAT 7 FOR FULLTEXT)

June 23, 2003

TEXT:

...will have a permanent "above-the-fold" front-screen button on AOL.com and choice **banner** positioning on selected NetFind keyword category pages. The crowning facet of the deal is a...

...if Amazon's sales revenues exceed a predetermined threshold ... In related news, Amazon signed a **similar** deal with Yahoo!, offering links to relevant Amazon book titles along with standard Yahoo! search results. As premier Yahoo! bookseller, Amazon will also be extensively promoted via **banners** and keyword placement. Financial details of the deal were not released ... CBS SportsLine, sick of...

...the channel's main screen, full access for AOL members to all CBS SportsLine Web **content** (including **scores**, statistics, analysis, live coverage, and the Michael Jordan Web site), exclusive coverage of major sporting events, sponsored chat areas, and CBS **programming** in all aggregated sports areas on AOL. In exchange for access to its members, AOL ...

...and guaranteed to screen out pornographic material ... Viacom wisely wed its "Nick at Nite" and "TV Land" properties to launch Nick-at-Nite.com, an entertainment site dedicated to classic **television**, fun and, of course, promotion for Nickelodeon **programming**. Classic TV buffs will no doubt be delighted by its extensive trivia and download archives and enthralled by its **TV**-related games and contests ... American Management Systems (AMS) and the Bank of Montreal teamed up...

...CD-ROM is available for about \$20 in stores ... Another recent Palladium release is Hidden **Pictures** Workshop, an edutainment title based on the Hidden **Pictures** feature of the popular magazine Highlights for Children. Also for kids ages five and up...

...or create images of their own from scratch. This title is the first in a **series** of future collaborations between the CD-ROM publisher and Highlights magazine ... Humongous Entertainment released its...

28/3,K/21 (Item 2 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

03115217 Supplier Number: 46369635 (USE FORMAT 7 FOR FULLTEXT)  
**INTERNAL MARKET: COMMON RULES PLANNED FOR EU-WIDE ADVERTISING CAMPAIGNS**  
European Report, n2130, pN/A  
May 7, 1996  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 782

The Commission prepared for the Green Paper by launching a **series** of studies in 1993 and 1994 to assess how much the Member States differ in...

...public relations business and all operators conveying these kinds of messages, such as the media (**TV**, radio, and the press), organisers of sporting events or providers of telecommunications services, as well...

...be made of how the measure impinges on the three key economic players involved in **commercial** communications: the user (for whom the message is designed), the service provider and operator conveying the message. 2. The aims of the **message**. 3. The **measure**'s relationship to the aims. 4. The extent to which the measure is counter-productive...  
...5. The effectiveness of the measure: the degree of restriction and its type will be **matched** against the aims. The method is not supposed to be a mandatory or automatically applied...

...a kind of forum for discussing the whole spectrum of issues related to

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restrictions on **commercial** communications. The idea is to prevent infringements of Treaty rules by promoting a give-and...

...into its stride. The information society will have four main effects on the development of **commercial** communications, according to the Commission: First of all, digital telecommunications facilities offer a new means of conveying **commercial** messages and allow direct marketing techniques to be combined with the creative capacity of advertising...

...communication all the more easy. Third, the information society will establish a means of combining **commercial** communication services with distance-selling techniques thus revolutionising tele-shopping activities (on-line catalogues or on-line **commercial** centres). Some **commercial** communication services will help make other on-line services more profitable. Just as soap operas helped get **commercial** TV off the ground, many on-line services could be made profitable by advertising to start...

28/3,K/22 (Item 1 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
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06096873 SUPPLIER NUMBER: 84307532

**Employment and unemployment developments, January 2002. (Statistical Data Included)**

Employment and Earnings, 49, 2, 1(132)

Feb, 2002

DOCUMENT TYPE: Statistical Data Included ISSN: 0013-6840

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 37764 LINE COUNT: 19347

...	Employment-population ratio	40.2	40.2	39.6
	Unemployed	969	1,084	986
	Unemployment rate	8.1	8.8	8.1

High school graduates,  
no college (2)

Civilian noninstitutional population...and parking		1,305	1,304	1,313
Miscellaneous repair services	360	359	358	
Motion pictures	584	579	587	
Amusement and recreation services	1,762	1,772	1,768	
Health services...				

...627

Other local government	5,853	5,876	5,886
---------------------------	-------	-------	-------

(1) Includes other industries, not shown separately,

(p) = preliminary.

NOTE: Establishment survey estimates are currently projected from  
March 2000 benchmark levels...2,553 2,549 2,547

Local	8,254	8,259	8,261
-------	-------	-------	-------

(1) This series is not published seasonally adjusted because the seasonal component, which is small relative to the...  
public utilities; wholesale and retail trade;  
finance, insurance, and real estate; and services.

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(2) This **series** is not published seasonally adjusted because the seasonal component, which is small relative to the...

28/3,K/23 (Item 2 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
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05965404 SUPPLIER NUMBER: 79900663  
**Employment and unemployment developments, August 2001. (Statistical Data Included)**  
Employment and Earnings, 48, 9, 1(133)  
Sept, 2001  
DOCUMENT TYPE: Statistical Data Included ISSN: 0013-6840  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 50717 LINE COUNT: 24412

... When more recent benchmark data are introduced, all unadjusted data from April 2000 forward are **subject** to revision.

B-3. Employees on nonfarm payrolls by major industry and selected component groups...115 1,075

State	2,506	2,514
Local	8,122	8,149

(1) This **series** is not published seasonally adjusted because the seasonal component, which is small relative to the...  
public utilities; wholesale and retail trade;  
finance, insurance, and real estate; and services.

(2) This **series** is not published seasonally adjusted because the seasonal component, which is small relative to the...

28/3,K/24 (Item 3 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
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04212349 SUPPLIER NUMBER: 19226194  
**Sociocultural expectations of attractiveness for males.**  
Petrie, Trent A.; Austin, Laura J.; Crowley, Barbara J.; Helmcamp, Annette;  
Johnson, Courtney E.; Lester, Regan; Rogers, Rebecca; Turner, Jeff;  
Walbrick, Kevin  
Sex Roles: A Journal of Research, v35, n9-10, p581(22)  
Nov, 1996  
ISSN: 0360-0025 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 4886 LINE COUNT: 00396

... attractiveness in men. Silverstein et al. (1986) examined television characters from the 33 most watched **shows** to determine the relative body images portrayed in this medium. Male characters were rated as...

...even when age of the actor/actress was controlled. In a second study, article and **advertisement** content from the four most popular men's and women's magazines in 1980 was examined. Silverstein et al. found that men were exposed to fewer **ads** and articles about diet foods and body size and shape. In a **similar** study, Andersen and DiDomenico (1992) examined the article and **advertisement** content of the ten most popular men's and women's magazines for autumn, 1987...

...and modern men's and women's magazines from 1980 to 1991, classifying article and **advertisement** content as either weight loss, beauty, fitness or health. They found that, across all three...

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...of magazines, those targeted at males had fewer health, beauty and weight loss articles and **advertisements** than those for women. When magazine type was not considered, male, as compared to female, audiences also were exposed to fewer fitness articles and **ads**.

Although these studies provide important initial data concerning sociocultural portrayals of and messages about male...

28/3,K/25 (Item 4 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

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04188075 SUPPLIER NUMBER: 19027735

**Gender displaying television commercials: a comparative study of television commercials in the 1950s and 1980s.**

Allan, Kenneth; Coltrane, Scott

Sex Roles: A Journal of Research, v35, n3-4, p185(19)

August, 1996

ISSN: 0360-0025 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 7016 LINE COUNT: 00594

... METHOD

One of the limitations of past research has been an inability to directly compare **commercials** of one era to **commercials** of another. Through archival research we located approximately **comparable** samples of award winning **commercials** from the 1950s and early 1960s and from each year between 1982 and 1989. The data for the early **commercials** (classics) were compiled from two sources: Classic **Commercials**, a set of 41 **commercials** assembled by the **Television** Bureau of Advertising, New York; and the 1st International Broadcasting Awards, 1959, awarded by the Hollywood Advertising Club, UCLA **Film** Archive. Eliminating foreign entries and removing duplicates resulted in a total number of **commercials** for the classics data set of 70 with 70 main **characters** coded.(3) These **commercials** represent some of the best work produced during this era, as judged by leading marketing professionals in the largest media centers of the United States. These **commercials** tend to be those with wide national exposure.

The data for the 1980s came from...

28/3,K/26 (Item 5 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

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04135274 SUPPLIER NUMBER: 18928402

**Neuronal expression in the waking state: a role for the locus coeruleus.**

Cirelli, Chiara; Pompeiano, Maria; Tononi, Giulio

Science, v274, n5290, p1211(5)

Nov 15, 1996

ISSN: 0036-8075 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 5441 LINE COUNT: 00405

... 12; light on at 10:00; 24(degrees) (+ or -) 1(degrees)C; food and drink **ad libitum**). Immediately after recovery from anesthesia, rats were connected by means of a flexible **cable** and a commutator (Airflyte) to a Grass electroencephalograph (model 78), and recordings were made continuously...

...of Fos staining after sleep and after sleep deprivation in each of these cases were **comparable** to that reported in previous studies (4). Sleeping rats were killed after spending at least...

...of an uninterrupted period of sleep of 45 min or longer. Sleep-deprived rats never **showed** slow-wave activity for longer than 10 s. Both groups of animals were killed during...

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...used. Both antibodies were raised against the NH<sub>2</sub> terminal region of Fos protein and gave **similar** results (G. E. Hoffman, M. S. Smith, M. D. Fitzsimmons, Neuroprotocols 1, 52 (1992)). Double...

...microtubule-associated protein 2 (MAP-2 (Sigma), 1:250) performed on a subset of sections **showed** that Fos-positive cells were neurons because they stained for MAP-2 but not for GFAP. (11.) These animals **showed** no obvious behavioral alteration or changes in the sleep-waking cycle. Two weeks or more...

...or -) 2%; REM sleep, 5 (+ or -) 1%) were not significantly different from those of age- **matched** controls. Details of polysomnographic recordings and analysis are given in (3). In rats, intra-cerebroventricular ...

...whereas the amount of TH immunore-activity in the LC of the intact side was **comparable** to that of control animals. The critical variable in determining the effectiveness of the injection...and dopamine-(beta)-hydroxylase staining in the cerebral cortex were also quantified by densitometry. Regions **showing** the strongest decrease in TH and dopamine B-hydroxylase staining differed slightly from animal to...  
...R. A. Burne, D. J. Woodward, J. Comp. Neurol. 217, 418 (1983)). Previous studies have **shown** that, in brain regions depleted of NE innervation from the LC by neurotoxic lesions, NE quantities measured by high-performance liquid chromatography were **correspondingly** depleted (J.-M. Fritschy and R. Grzanna, Prog. Brain Res, 88, 257 (1991)). After 6...

...after sleep deprivation was bilaterally low. (14.) C. Cirelli, M. Pompeiano, G. Tononi, data not **shown**. (15.) To detect c-Fos mRNA by nonradioactive in situ hybridization, we quickly removed brains...the injection. An examination of sections stained for TH and dopamine-(beta)-hydroxylase immunocyto-chemistry **showed** that nearly all NE terminals had disappeared in neocortex, hippocampal formation, olfactory bulbs, thalamus with...

...filtered (-3 dB at 30 Hz, 24 dB per octave), analog-to-digital converted (sampling **rate**, 128 Hz), and **subjected** to spectral analysis. EEG power density values were computed for successive 4-s periods (24...

...5 Hz and into 1 -Hz bins between 5.25 and 25 Hz). Recording epochs **showing** EEG artifacts were not used for spectral analysis. (27.) G. Moruzzi and H. W. Magoun...

...74 (1989); K. Dujardin, A. Guerrien, P. Leconte, Physiol. Behav. 47, 1271 (1990). (34.) C. **Flicker**, R. W. McCarley, J. A. Hobson, Cell. Mol. Neurobiol. 1, 123 (1981) J. A. Hobson...

...Institute for useful comments. This work was carried out as part of the experimental neurobiology **program** at the institute, which is supported by the Neurosciences Research Foundation. The Foundation receives major support for this **program** from Sandoz Pharmaceuticals.

28/3,K/27 (Item 1 from file: 47)  
DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2003 The Gale group. All rts. reserv.

06186852 SUPPLIER NUMBER: 78966109 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Notes on Current Labor Statistics.

Monthly Labor Review, 124, 7, 62

July, 2001

ISSN: 0098-1818

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 25357 LINE COUNT: 08032

... 441 25,472 22,501

Civilian labor force

16,699

16,576

16,608

June 23, 2003

Participation rate	65.6	65.1	65.1
Employed	15,348	15,299	15,311

Employment-pop...indicates data not available.

NOTE: Local area CPI indexes are byproducts of the national CPI program. Each local index has a smaller sample size and is, therefore, subject to substantially more sampling and other measurement error. As a result, local area indexes show greater volatility than the national index, although their long-term trends are similar. Therefore, the...

...Consumer Price Index, U.S. city average,  
all items and major groups

(1982-84 = 100)

Series	1992	1993	1994	1995	1996
Consumer Price Index for All Urban Consumers: All items: Index...8 154.1					
Percent change	2.9	2.8	2.5	2.9	2.9
Series	1997	1998	1999	2000	
Consumer Price Index for All Urban Consumers: All items: Index					160...



June 23, 2003

29/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

09244512 Supplier Number: 80425807 (USE FORMAT 7 FOR FULLTEXT)  
CEA FUNDS AUTOMATIC CLOCK-SETTING ENCODERS FOR ALL PBS STATIONS.(Brief  
Article)  
Public Broadcasting Report, v23, n20, pNA  
Oct 5, 2001  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Newsletter; Trade  
Word Count: 323

... provide near-universal coverage of time signal to public while  
still allowing stations to broadcast program content rating and other  
VBI information. Many commercial stations have similar equipment, he  
said, but most don't insert time signal, instead using it to insert...

29/3,K/2 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

04163390 SUPPLIER NUMBER: 07993948 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Zipped commercials: are they effective? (the electronic avoidance of  
commercials by fast-forwarding through them while viewing pre-recorded  
video-taped programs)  
Stout, Patricia A.; Burda, Benedicta L.  
Journal of Advertising, v18, n4, p23(10)  
Fall, 1989  
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 7495 LINE COUNT: 00651

... dominance" (as described below). The six commercials were randomly  
paired together and tested using subjects similar to those used for the  
main study. After viewing the program, subjects rated the test  
commercials on how dominant the advertised brand was in the commercial, on  
their familiarity with the...

June 23, 2003

File 8: Ei Compendex(R) 1970-2003/Jun W3  
(c) 2003 Elsevier Eng. Info. Inc.  
File 35: Dissertation Abs Online 1861-2003/May  
(c) 2003 ProQuest Info&Learning  
File 65: Inside Conferences 1993-2003/Jun W4  
(c) 2003 BLDSC all rts. reserv.  
File 2: INSPEC 1969-2003/Jun W3  
(c) 2003 Institution of Electrical Engineers  
File 233: Internet & Personal Comp. Abs. 1981-2003/May  
(c) 2003 Info. Today Inc.  
File 94: JICST-EPlus 1985-2003/Jun W4  
(c) 2003 Japan Science and Tech Corp(JST)  
File 603: Newspaper Abstracts 1984-1988  
(c) 2001 ProQuest Info&Learning  
File 483: Newspaper Abs Daily 1986-2003/Jun 20  
(c) 2003 ProQuest Info&Learning  
File 6: NTIS 1964-2003/Jun W4  
(c) 2003 NTIS, Intl Cpyrghrt All Rights Res  
File 144: Pascal 1973-2003/Jun W2  
(c) 2003 INIST/CNRS  
File 202: Info. Sci. & Tech. Abs. 1966-2003/May 14  
(c) Information Today, Inc  
File 434: SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 1998 Inst for Sci Info  
File 34: SciSearch(R) Cited Ref Sci 1990-2003/Jun W3  
(c) 2003 Inst for Sci Info  
File 99: Wilson Appl. Sci & Tech Abs 1983-2003/May  
(c) 2003 The HW Wilson Co.  
File 583: Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

Set	Items	Description
S1	1152116	AD OR ADS OR ADVERTISEMENT? OR BANNER? OR COMMERCIAL? OR ADVERT OR SKYSCRAPER? OR ADVERTORIAL? OR INFOMERCIAL?
S2	12637730	RATE? OR RATING OR MEASUR? OR SCORE? OR SCORING OR GRADE? - OR CODE? OR CODING OR ASSESS? OR APPRAIS? OR JUDG?
S3	8545101	CONTENT? OR CHARACTER? OR MESSAG? OR SUBJECT? OR SUBSTANC?
S4	13769599	MOVIE? OR PROGRAM? OR SHOW? OR FILM? OR FLICK? OR PIC OR PICTURE? OR CARTOON? OR SERIES
S5	4432349	SIMILAR? OR MATCH? OR CORRESPOND? OR COMPARABL?
S6	22881	SELF()REGULAT? OR ADVERTISER?
S7	721196	SEND? OR BROADCAST? OR TELEWISE? OR TELECAST? OR TRANSMIT?
S8	800735	TV OR TELEVISION OR CABLE? OR CATV?
S9	1189	S1(3N)S2(3N)S3
S10	51	S8 AND S9
S11	45	RD (unique items)
S12	6	S11 AND PY=2001:2003
S13	39	S11 NOT S12
S14	303123	S2(3N)S3
S15	1043	S1(5N)S6
S16	0	S14 AND S15 AND S8
S17	0	S14 AND S15
S18	21	S14 AND S1 AND S4 AND S5 AND S8
S19	15	RD (unique items)
S20	19	S18 NOT S13
S21	2	S9(5N)S5(5N)S4
S22	2	S21 NOT (S20 OR S13)
S23	2	RD (unique items)
S24	9	AU=(RASHKOVSKIY, O? OR RASHKOVSKIY O?)
S25	3	RD (unique items)

June 23, 2003

13/3,K/1 (Item 1 from file: 8)  
DIALOG(R)File 8:EI Compendex(R)  
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04130139 E.I. No: EIP95022598230

Title: Low-temperature transmission loss in loose tube fiber optic cables

Author: Grimado, Philip B.; Gebizlioglu, Osman S.; Zammit, M.J.; Kiss, Gabor D.

Corporate Source: Bell Communications Research, Morristown, NJ, USA

Conference Title: Fiber Optic Materials and Components

Conference Location: San Diego, CA, USA Conference Date: 19940728-19940729

E.I. Conference No.: 22073

Source: Proceedings of SPIE - The International Society for Optical Engineering v 2290 1994. p 29-41

Publication Year: 1994

CODEN: PSISDG ISSN: 0277-786X ISBN: 0-8194-1614-2

Language: English

Title: Low-temperature transmission loss in loose tube fiber optic cables

Abstract: Large optical losses in singlemode fibers have been reported in loose tube fiber optic cables exposed to extremely low temperatures ( minus 20 degree C to minus 40 degree C). These...

...1550 nm (although some transmission systems at 1310 nm have also been affected) in aerial cables and were confined to the cable section adjacent to a splice closure. Optical transmission measurements on commercial fiber optic cables that were subjected to temperature cycling in an environmental chamber indicated that thermal contraction of buffer tubes at...

...contraction. Consequently, the fibers buckle against the buffer tube inner wall, causing bending-induced losses. Cables with an initially low fiber excess length-to-buffer tube inner diameter ratio, and strong...

...laboratory that the low-temperature optical loss can be suppressed by effective coupling of the cable sheath to the central member. 7 Refs.

Descriptors: Optical fibers; Light transmission; Fiber optic cables ; Low temperature effects; Fiber optic coupling

Identifiers: Transmission loss; Loose tube cables ; Single mode fibers

13/3,K/2 (Item 2 from file: 8)  
DIALOG(R)File 8:EI Compendex(R)  
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03074586 E.I. Monthly No: EI9106065237

Title: A critical evaluation of analytical techniques for the characterization of extruded dielectric cables .

Author: Crine, Jean-Pierre; Pelissou, Serge; McNicoll, Yvon; St-Onge, Hugues

Corporate Source: Inst de recherche d'Hydro-Quebec, Varennes, Que, Canada

Source: IEEE Transactions on Electrical Insulation v 26 n 1 Feb 1991 p 131-139

Publication Year: 1991

CODEN: IETIAX ISSN: 0018-9367

Language: English

Title: A critical evaluation of analytical techniques for the characterization of extruded dielectric cables .

Abstract: Various analytical techniques used to characterize cables are reviewed. It is shown that cable morphology can be evaluated simply by density and differential scanning calorimetry measurements and that

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oxidation...

...measurements, whereas ions can be detected by ionic chromatography. It is shown that the water **content** of **cables** can be reliably **measured** by **commercial** instruments relying on coulometry and Karl-Fischer titration.  
15 Refs.

Descriptors: ELECTRIC **CABLES** --\*

Identifiers: EXTRUDED DIELECTRIC **CABLES** ; POLYETHYLENE **CABLE**  
INSULATION; DIFFERENTIAL SCANNING CALORIMETRY; FOURIER TRANSFORM INFRARED  
SPECTROSCOPY; PROTON-INDUCED X-RAY EMISSION

13/3,K/3 (Item 3 from file: 8)

DIALOG(R)File 8: Ei Compendex(R)

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02918564 E.I. Monthly No: EIM9006-025032

Title: **Evaluation of analytical techniques for the characterization of dielectric materials.**

Author: Crine, J. -P.; Pelissou, S.; McNicoll, Y.; St-Onge, H.

Corporate Source: Institut de Recherche d'Hydro-Quebec, Varennes, Que, Can

Conference Title: Proceedings: Second International Conference on Properties and Applications of Dielectric Materials

Conference Location: Beijing, China Conference Date: 19880912

E.I. Conference No.: 12467

Source: Proc Second Int Conf Prop Appl Dielectr Mater v 1 (of 2). Publ by IEEE, IEEE Service Center, Piscataway, NJ, USA. Available from IEEE Service Cent (cat n 88CH2587-4), Piscataway, NJ, USA. p 9-12

Publication Year: 1988

Language: English

Abstract: A critical review of various analytical techniques tentatively used to characterize **cable** is presented. It is shown that **cable** morphology can be simply evaluated by density and differential scanning calorimetry measurements, and oxidation is...

...induced X-ray emission measurements, whereas ions can be detected by ionic chromatography. The water **content** of **cables** can be reliably **measured** by **commercial** instruments relying on coulometry. 8 refs.

...Descriptors: Physical Properties; SPECTROSCOPIC ANALYSIS; ELECTRIC **CABLES** ; CALORIMETRY

Identifiers: **CABLE** MORPHOLOGY; SCANNING CALORIMETRY; NEUTRON ACTIVATION ; WATER CONTENT

13/3,K/4 (Item 4 from file: 8)

DIALOG(R)File 8: Ei Compendex(R)

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02243475 E.I. Monthly No: EIM8704-027583

Title: **TECHNICAL PAPERS - NCTA 33RD ANNUAL CONVENTION & EXPOSITION: CABLE '84.**

Author: Anon

Conference Title: Technical Papers - NCTA 33rd Annual Convention & Exposition: Cable '84.

Conference Location: Las Vegas, NV, USA Conference Date: 19840603

E.I. Conference No.: 09410

Source: Technical Papers - NCTA Annual Convention (National Cable Television Association) 33rd. Publ by Natl Cable Television Assoc, Washington, DC, USA 297p

Publication Year: 1984

CODEN: TPACDJ ISBN: 0-940272-10-5

Language: English

Title: **TECHNICAL PAPERS - NCTA 33RD ANNUAL CONVENTION & EXPOSITION:**

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CABLE '84.

...Abstract: the form of abstract or summary only. The material is grouped according to the following **subjects** : **commercial** insertion, tests, and **measurements** , signal relay via satellite and microwaves, audio technology, future aspects of **cable TV** , data communications, distribution system concepts, radiation measurement and prevention, home terminals, addressability, and **cable** distribution plant. Topics considered include: local area networks (LAN's), advertising, modems, echo testing, headend equipment, satellite modulation, amplifiers, scrambling techniques, data transmission, channel capacity of **CATV** systems, standardization, fiber optics, and personnel training.

Descriptors: **TELEVISION SYSTEMS**, **CABLE** ; **TELECOMMUNICATION CABLES** ; **DATA TRANSMISSION**; **COMPUTER NETWORKS**; **TELEVISION INTERFERENCE**; **AMPLIFIERS**

Identifiers: **CATV** ; **SCRAMBLING**; **DATA COMMUNICATIONS**; **COMMERCIAL INSERTION**; **LAN**; **EIREV**

13/3,K/5 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01732379 ORDER NO: AADAA-I9960877

**Advertising strategy and attitude formation: A study designed to explain and predict the student college selection process**

Author: Browning, Buni Leigh

Degree: Ph.D.

Year: 1999

Corporate Source/Institution: The University of Southern Mississippi (0211)

Source: VOLUME 61/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 410. 99 PAGES

...school students concerning advertising strategies of WTAMU. These students were asked to view four different **television** commercials, and then rate those commercials according to the commercial's ability to attract students...

...low involvement plays out in the arena of college recruiting.

This dissertation found that the **subjects** **rated** the **commercials** differently. The **commercial** focusing on having fun in school was the highest rated commercial. Commercials focusing on more...

13/3,K/6 (Item 2 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01485862 ORDER NO: AADAA-I9620270

**THE ELABORATION LIKELIHOOD MODEL APPLIED TO EMOTIONAL CHARACTERISTICS OF PUBLIC SERVICE ANNOUNCEMENTS: JUNIOR HIGH SCHOOL STUDENTS' ATTITUDES TOWARD ANTI-SMOKING COMMERCIALS**

Author: ROARK, VIRGINIA LOUISE

Degree: PH.D.

Year: 1995

Corporate Source/Institution: SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE (0209)

Source: VOLUME 57/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 499. 179 PAGES

This paper examines the attitudes of seventh- **grade** students toward **commercially** -produced anti-smoking **television** **messages** , applying the elaboration likelihood model of persuasion. Using a quasi-experimental design, the interaction of...

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13/3,K/7 (Item 3 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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01453490 ORDER NO: AADAA-I9600067

**THE ROLE OF EMOTIONAL IMAGES IN THE PERSUASIVE EFFECT OF TELEVISION  
COMMERCIALS**

Author: REICH, ROBERT DAVID  
Degree: PH.D.  
Year: 1995  
Corporate Source/Institution: TEMPLE UNIVERSITY (0225)  
Source: VOLUME 56/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3361. 170 PAGES

**THE ROLE OF EMOTIONAL IMAGES IN THE PERSUASIVE EFFECT OF TELEVISION  
COMMERCIALS**

One of the strategies with which **television** commercials attempt to persuade is the emotional appeal. This appeal communicates emotion by verbally describing...

...content and visually presented emotional content, all within the unique low-involvement experience that is **television** viewing. The author hypothesized that emotional appeals of all types would enhance arousal, memory, and...

...or non-emotional appeals. Thirty-four undergraduates viewed eighteen advertisements embedded in a half-hour **television** program selected to reproduce a low-involvement viewing situation. Effects of the independent variable, advertisement type (three levels), were **assessed** in terms of **subjects** ' responses to the **advertisements** on three dependent **measures** : electrodermal activity (EDA), delayed recognition, and attitude toward the advertisement (Aad). Responses to emotional commercials...

...also demonstrates the importance of creating a low-involvement viewing environment in which to test **television** commercials.

13/3,K/8 (Item 4 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01445711 ORDER NO: AADAA-I9537977

**MEDIATED WOMEN: THE EFFECTS OF SEX ROLE STEREOTYPING IN NETWORK TELEVISION  
COMMERCIALS USING A QUASI-EXPERIMENT (ADVERTISING) ADVERTISING)**

Author: CARDER, SHERI THOMPSON  
Degree: PH.D.  
Year: 1995  
Corporate Source/Institution: THE UNIVERSITY OF SOUTHERN MISSISSIPPI ( 0211)  
Source: VOLUME 56/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 2466. 215 PAGES

**MEDIATED WOMEN: THE EFFECTS OF SEX ROLE STEREOTYPING IN NETWORK TELEVISION  
COMMERCIALS USING A QUASI-EXPERIMENT (ADVERTISING) ADVERTISING)**

Many longitudinal studies reveal that stereotypical sex role portrayals of women in **television** advertising continue to persist. Consequently, a quasi-experimental study was designed to help ascertain the ...

...into both experimental and control groups. The control group viewed a series of eleven network **television** commercials rated neutral for stereotyped **content** ; the experimental group viewed eleven **commercials** rated as stereotyped. A panel of professional women made the final selection of the commercials included in the sample, rating ads appearing

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during 72 hours of network prime-time **television** programming taped during February 1994.

Following a successful pilot test of both the instrument and...

...commercials, women did not consider themselves to hold negative attitudes toward sex role portrayals in **television** advertising, (2) there was no significant relationship between: (a) demographic factors (income, education, occupation status, job classification), (b) number of hours of **television** watched daily, or (c) degree of liberation and the offensiveness score, (3) women who viewed...

...to advertising considered offensive to women.

When certain advertisers choose to portray women in their **television** commercials in stereotypical or demeaning manners, they are often offending the very target audience that...

13/3,K/9 (Item 5 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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01259628 ORDER NO: AAD93-03057  
**A COMPARISON OF THE EFFECTIVENESS OF BRAND DIFFERENTIATION AND INFORMATION-LEVEL STRATEGIES IN SOUTH KOREAN AND U.S. TELEVISION ADVERTISING (UNITED STATES, ADVERTISING)**

Author: TAYLOR, CHARLES RAY, III

Degree: PH.D.

Year: 1992

Corporate Source/Institution: MICHIGAN STATE UNIVERSITY (0128)

Source: VOLUME 53/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3297. 262 PAGES

**...THE EFFECTIVENESS OF BRAND DIFFERENTIATION AND INFORMATION-LEVEL STRATEGIES IN SOUTH KOREAN AND U.S. TELEVISION ADVERTISING (UNITED STATES, ADVERTISING)**

...in both the United States and the Republic of Korea compared (a) the effectiveness of **television** commercials containing high and low information content; and (b) the effectiveness of **television** commercials containing brand differentiating messages versus those that do not. In each country, 101 subjects viewed 20 **television** commercials for low involvement products selected from a content-analyzed database of over 2000 U...

...did the U.S. subjects; (3) contrary to the predictions of the ELM, U.S. **subjects** consistently **rated** high information **commercials** higher than low information commercials; (4) U.S. subjects appeared indifferent to the presence of...

13/3,K/10 (Item 6 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01205644 ORDER NO: AAD92-07729  
**POLITICAL SPOT ADVERTISING AND ROUTES TO PERSUASION: THE ROLE OF SYMBOLIC CONTENT (ADVERTISING)**

Author: KOSTERMAN, RICHARD J.

Degree: PH.D.

Year: 1991

Corporate Source/Institution: UNIVERSITY OF CALIFORNIA, LOS ANGELES (0031)

Source: VOLUME 52/09-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 5018. 161 PAGES

June 23, 2003

...applied two different theoretical perspectives to the phenomenon of "hot button" or "responsive chord" political **television** commercials. The first set of hypotheses was derived from the Elaboration Likelihood Model (ELM) or...

...involved," symbolic predispositions often of limited cognitive content.

To test these sometimes competing propositions, student **subjects** **rated** candidates portrayed in specially edited **television** **ads** which included either symbolic or only nonsymbolic visual cues. A no-cue control version presented...

13/3,K/11 (Item 7 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01161379 ORDER NO: AAD91-17390  
**WHEN MESSAGE INFORMATION PERSUADES: THE EFFECTS OF INVOLVEMENT AND KNOWLEDGE ON MEMORY-BASED JUDGMENTS (PRIOR KNOWLEDGE)**  
Author: FALLIG, MICHAEL ANDREW  
Degree: PH.D.  
Year: 1991  
Corporate Source/Institution: HOFSTRA UNIVERSITY (0086)  
Source: VOLUME 52/01-B OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 569. 244 PAGES

...a 2 x 2 factorial design. After these manipulations, all subjects were exposed to a **television** commercial advertising a personal computer. Subjects viewed the commercial under conditions that were designed to...

...recognition memory of central (e.g., computer attributes) and peripheral (e.g., actors in the **commercial**) **message** information was **measured**. **Subjects** were also asked to provide evaluations of the computer product discussed in the commercial. TSD...

13/3,K/12 (Item 8 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01154752 ORDER NO: AAD91-08684  
**THE IMPACT OF EXPOSURE TO COMPETITOR ADVERTISEMENTS ON RECALL AND RECOGNITION TASKS: DIFFERENTIAL EFFECTS AND THE MODERATION OF DIFFERENCES IN AD PROCESSING**  
Author: KENT, ROBERT JOSEPH  
Degree: PH.D.  
Year: 1990  
Corporate Source/Institution: UNIVERSITY OF CINCINNATI (0045)  
Source: VOLUME 51/12-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4201. 166 PAGES

...Burke and Srull (1988) found that exposure to competitor ads (i.e., "interference") reduced print **ad** recall **scores** when **subjects** were asked to evaluate the appeal of the ads. When subjects were asked to evaluate...

...this dissertation is to extend Burke and Srull's work by: (1) assessing retention from **television** ads with recall measures as in practice, so that generalization across media or measure types...

13/3,K/13 (Item 9 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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June 23, 2003

01101239 ORDER NO: AAD90-12551

**AN EXPERIMENTAL INVESTIGATION OF HUMOR IN TELEVISION ADVERTISING: THE EFFECTS OF PRODUCT TYPE, PROGRAM CONTEXT, AND TARGET OF HUMOR ON SELECTED CONSUMER COGNITIONS (COMMERCIALS)**

Author: BAUERLY, RONALD JOHN

Degree: D.B.A.

Year: 1989

Corporate Source/Institution: SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE (0209)

Source: VOLUME 50/12-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4017. 160 PAGES

**AN EXPERIMENTAL INVESTIGATION OF HUMOR IN TELEVISION ADVERTISING: THE EFFECTS OF PRODUCT TYPE, PROGRAM CONTEXT, AND TARGET OF HUMOR ON SELECTED CONSUMER...**

Humor in advertising has seen an increased level of usage particularly in **television** commercials. Advertisers have adopted humorous appeals in an attempt to achieve greater communications effectiveness. Effectiveness ...

...of humor in the ad, and (3) program context.

These factors were expected to influence **subjects** ' (1) cognitive responses to the **ads** as **measured** by thought protocols; (2) attitudinal measures about the advertisement and the brand and, (3) perceptions...

...as program.

One of the primary methodological issues in the study was to create unique **television** commercials that controlled for possible extraneous influences while providing reliable treatment effects for the various...

13/3,K/14 (Item 10 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

1070244 ORDER NO: AAD89-19175

**VIEWING TIME, ATTITUDE TOWARD THE AD, EMOTIONAL RESPONSE, AND RELATED CONTENT AS ASPECTS OF ADVERTISING EFFECTIVENESS: ANTECEDENTS OF ZIPPING AND ZAPPING**

Author: OLNEY, THOMAS JAMES

Degree: PH.D.

Year: 1989

Corporate Source/Institution: COLUMBIA UNIVERSITY (0054)

Source: VOLUME 50/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 1373. 262 PAGES

...flow of effects from advertising content through emotional responses mediating attitude toward the ad, to **television** viewing behavior. Effects are analyzed across ads, not across people. Prior work is extended in...

...subcomponent model of attitude toward the ad, and finally by using a behavioral measure of **television** viewing to address the pervasive problems of **television** commercial zipping and zapping.

Independent samples of **judges** **assess** the **ad content**, as well as emotional, attitudinal, and behavioral responses to the ad. All ads are viewed without the context of **television** programming.

The **content** analytic method of **assessing** meanings of **advertisements** by the use of judges, necessary for the across-ad analysis, proves to be a reliable and viable technique for probing the similarities and differences between actual **television** advertisements.

The results of the study indicate support for the communications-flow model proposed, with...

June 23, 2003

13/3,K/15 (Item 11 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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1029138 ORDER NO: AAD88-23815

**TELEVISION COMMERCIAL EFFECTIVENESS AS A FUNCTION OF MAIN MESSAGE AND COMMERCIAL STRUCTURE**

Author: LASKEY, HENRY ADRIAN  
Degree: PH.D.  
Year: 1988  
Corporate Source/Institution: UNIVERSITY OF GEORGIA (0077)  
Source: VOLUME 49/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 2732. 152 PAGES

**TELEVISION COMMERCIAL EFFECTIVENESS AS A FUNCTION OF MAIN MESSAGE AND COMMERCIAL STRUCTURE**

Television commercials were conceptualized as two-dimensional entities consisting of what is said (main message) and how it is said (commercial structure, or overall method of presentation). Typologies were operationalized for coding commercials according to main message and commercial structure. The objective of research was to determine if differences in the measured effectiveness (recall, comprehension, persuasion) of television commercials within a product category, could be explained by differences in main message or commercial...  
...by product category.

General conclusions are four-fold: (1) It is reasonable to think about television advertising in fairly general terms; (2) Each typology appears to address a unique dimension of television advertising; (3) Commercial structure appears to be strongly related to recall and, to a lesser...

13/3,K/16 (Item 12 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

1007452 ORDER NO: AAD87-01408

**EXPLORING THE PROGRAM/COMMERCIAL RELATIONSHIP: HOW DOES ATTITUDE TOWARD THE PROGRAM AFFECT ATTITUDE TOWARD THE ADVERTISED PRODUCTS?**

Author: SCHUMANN, DAVID WALLACE  
Degree: PH.D.  
Year: 1986  
Corporate Source/Institution: UNIVERSITY OF MISSOURI - COLUMBIA (0133)  
Source: VOLUME 47/10-B OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4343. 175 PAGES

With the growth of the television industry in general, the ever increasing number of cable stations, and the staggering cost of television advertising, the program/commercial relationship has become a topic of increasing concern to the marketing...

...the factors. Measurement of information processing (recall, recognition), attitudes, and behavioral intent were used to assess the effectiveness of a commercial message under these separate conditions.

Results suggest that both the program as well as the other...

13/3,K/17 (Item 13 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0990455 ORDER NO: AAD88-10510

**MODALITY EFFECTS IN TELEVISION ADVERTISING**

Author: BRYCE, WENDY JANE

June 23, 2003

Degree: PH.D.  
Year: 1987  
Corporate Source/Institution: UNIVERSITY OF WASHINGTON (0250)  
Source: VOLUME 49/04-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 0882. 575 PAGES

#### MODALITY EFFECTS IN TELEVISION ADVERTISING

The **television** medium was used to investigate consumer processing of pictures and words, as **measured** by **message** recall/recognition and **ad** and brand evaluations. Two experiments were conducted. Experiment 1 examined single channel audio and visual...

...interfere with, overall message learning/evaluation. Several potentially important moderators of modality effects and/or **television** message processing were also included as independent factors: exposure level, type of appeal and exposure...

...and consumer behavior on picture-word processing, schema and attentional interference theories, information theory and **television** viewing behavior. The findings indicated that (1) learning/evaluation was higher for the visual message...

...than for the informational, rational appeal. These findings have theoretical implications for current models of **television** message processing and practical implications for creative and media strategy development.

13/3,K/18 (Item 14 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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932198 ORDER NO: AAD86-25781

#### THE INFLUENCE OF VICARIOUS EXPERIENTIAL PERCEPTION OF EMOTION ON RESPONSES TO TELEVISION COMMERCIALS (ADVERTISING)

Author: HUNT, JAMES B.

Degree: PH.D.

Year: 1986

Corporate Source/Institution: THE FLORIDA STATE UNIVERSITY (0071)

Source: VOLUME 47/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2658. 188 PAGES

#### THE INFLUENCE OF VICARIOUS EXPERIENTIAL PERCEPTION OF EMOTION ON RESPONSES TO TELEVISION COMMERCIALS (ADVERTISING)

...to compare the effectiveness of experiential versus non-experiential perception of emotion in response to **television** commercials. Multiple psychophysiological measures (heart rate, EMG, and R-P Interval) were applied in combination with self-report techniques to **measure** the **subjects** ' emotional responses to a **commercial** . The results of these measurements were used to categorize subjects into four emotion experiential groups...

...provide important insights into the effects of experiential perception of emotion of cognitive responses to **television** commercials. It was found that the use of emotion can aid an advertiser by acting...

13/3,K/19 (Item 15 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

#### CHILDREN'S UNDERSTANDING OF TELEVISION ADVERTISING: THE IMPACT OF HOST-SELLING

Author: KUNKEL, DALE LYMAN

June 23, 2003

Degree: PH.D.  
Year: 1984  
Corporate Source/Institution: UNIVERSITY OF SOUTHERN CALIFORNIA (0208)  
Source: VOLUME 45/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3233.

**CHILDREN'S UNDERSTANDING OF TELEVISION ADVERTISING: THE IMPACT OF  
HOST-SELLING**

This study explores children's understanding of **television** advertising when the advertising content features the same primary characters as those in the adjacent...

...selling and normal viewing (non-host-selling) format. Three dimensions of children's processing of **television** advertising which could be affected by the practice of host-selling are **assessed** : ability to discriminant **commercial** from program **content** ; ability to attribute persuasive intent to a **commercial** ; and attitudinal response to commercial appeals. The role of developmental differences in all three of...

13/3,K/20 (Item 16 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

804925 ORDER NO: AAD83-05879

**BLATANT - TAME VIOLENT CONTENT AND EXPOSURE EFFECTS ON PHYSIOLOGICAL AND  
AFFECTIVE RESPONSES OF VIEWERS**

Author: MCDERMOTT, MICHAEL THOMAS

Degree: PH.D.

Year: 1982

Corporate Source/Institution: UNIVERSITY OF NOTRE DAME (0165)

Source: VOLUME 43/10-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3412. 116 PAGES

...of film content: blatant violent, tame violent, and neutral; were produced by having 10 male **subjects** **rate** 21 excerpts from seven **commercially** available films. Six videotapes were constructed for Experiment II reflecting the treatment conditions and contained...

...varied viewing histories. Subjects were seated in a biofeedback laboratory and viewed the films on **TV** monitors while their HRL and SRL were continuously monitored. In Session II all subjects were...

13/3,K/21 (Item 17 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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795551 ORDER NO: AAD82-27498

**THE ROLE OF DIVERGENT PERSONALITY PATTERNS AS PERTAINING TO INDIVIDUAL  
VIEWER ASSESSMENT OF MINORITY CHARACTERS ON COMMERCIAL AMERICAN  
TELEVISION**

Author: ROOK, TIMOTHY E.

Degree: PH.D.

Year: 1982

Corporate Source/Institution: BOWLING GREEN STATE UNIVERSITY (0018)

Source: VOLUME 43/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2155. 173 PAGES

**THE ROLE OF DIVERGENT PERSONALITY PATTERNS AS PERTAINING TO INDIVIDUAL  
VIEWER ASSESSMENT OF MINORITY CHARACTERS ON COMMERCIAL AMERICAN  
TELEVISION**

...investigate the manner in which varying personality patterns affect

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the way mass communication (i.e., **television**) audiences perceive minority characters on commercial American **television**. This was accomplished by measurements of subjects on three levels: media consumption (i.e., amount of **television** watched), level of ethnocentrism displayed by subject, and subject's perception of selective minority characters from commercial **television** series.

A review of the literature indicated a sound theoretical basis for this study, with...

...the final instrument. The final instrument measured the subject's degree of media (i.e., **television**) consumption, level of ethnocentrism, and perceptions of selected minority characters on the basis of a...

...these variables (i.e., media consumption, degree of ethnocentrism, and perception of minority characters on **television**).

13/3,K/22 (Item 18 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

776057 ORDER NO: AAD82-07682  
**OBSERVATION OF THE DRINKING BEHAVIOR OF HEAVY SOCIAL DRINKERS: REACTIVITY AND COMPARABILITY OF DATA IN AD-LIB AND TASTE TEST ASSESSMENT**  
Author: WALLACE, TIMOTHY RICHARD  
Degree: PH.D.  
Year: 1981  
Corporate Source/Institution: THE UNIVERSITY OF MISSISSIPPI (0131)  
Source: VOLUME 42/11-B OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4592. 167 PAGES

...groups) were again covertly observed, while the others (the aware groups) were shown a large **television** camera focused on their table and were told that their drinking behavior was now going...

...subjects which could be compared with their "unobserved" drinking behavior.

Results indicated that taste test **subjects** had higher sip rates than **ad-lib subjects**, and that taste test subjects also took smaller sips than ad-lib subjects. Subjects in...

13/3,K/23 (Item 19 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

767571 ORDER NO: AAD82-02036  
**THE CONSTRUCTION OF TELEVISION COMMERCIALS: FOUR CASES OF INTERORGANIZATIONAL PROBLEM SOLVING**  
Author: SHAPIRO, KAREN ANN ROSENKRANTZ  
Degree: PH.D.  
Year: 1981  
Corporate Source/Institution: STANFORD UNIVERSITY (0212)  
Source: VOLUME 42/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3337. 507 PAGES

**THE CONSTRUCTION OF TELEVISION COMMERCIALS: FOUR CASES OF INTERORGANIZATIONAL PROBLEM SOLVING**

Qualitative field methods were applied to investigate the process through which **television** commercials are constructed at four advertising agencies in New York City. On the basis of...

...uncertainty in the extra-organizational environment from which the focal

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organization derives its resources.

The **content of television commercials** is examined to **assess** the degree of correspondence between the depiction of men and women in advertisements and the...

...who people are in reality and what would be a true reflection of them in **television commercials**.

...

13/3,K/24 (Item 20 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

766752 ORDER NO: AAD81-18532  
**A LABORATORY EXPERIMENTAL APPROACH TO THE EVALUATION OF COGNITIVE RESPONSE METHODOLOGIES**

Author: MCDONALD, JOHN PATRICK  
Degree: D.B.A.  
Year: 1981  
Corporate Source/Institution: UNIVERSITY OF KENTUCKY (0102)  
Source: VOLUME 42/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3733. 383 PAGES

...of households living in central Kentucky communities. Subjects were exposed to a videotaped half-hour **television** program in which commercial spots for two nonexistent brands of products had been embedded. The...

...hour time segment, the subjects received two exposures for each experimental communication along with other **commercial messages**. Using two different products enabled an **assessment** of the reliability of the cognitive response indices. Immediately following the exposure, subjects were randomly...

13/3,K/25 (Item 21 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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125851 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.  
**A CONTENT ANALYSIS OF TELEVISION COMMERCIALS TO DETERMINE THE RELATIONSHIP BETWEEN CERTAIN CHARACTERISTICS AND RECALL SCORES**

Author: FREY, GEROGE FREDERICK  
Degree: PH.D.  
Year: 1961  
Corporate Source/Institution: NEW YORK UNIVERSITY (0146)  
Source: VOLUME X1961

**A CONTENT ANALYSIS OF TELEVISION COMMERCIALS TO DETERMINE THE RELATIONSHIP BETWEEN CERTAIN CHARACTERISTICS AND RECALL SCORES**

13/3,K/26 (Item 1 from file: 65)  
DIALOG(R)File 65:Inside Conferences  
(c) 2003 BLDSC all rts. reserv. All rts. reserv.

03814788 INSIDE CONFERENCE ITEM ID: CN040078150  
**Effect of Hemispheric Priming and Content of Television Commercials on Psychophysiological measures of Attention, Recall and Liking**  
De Brabander, B.; Gemoets, D.; Van Overloop, G.; Verstraete, G.; Hellemans, J.  
CONFERENCE: Marketing and corporate communications; The changing world of marketing and corporate communications-International conference; 2nd  
P: 58-59

June 23, 2003

Antwerp, RUCA, 1997

LANGUAGE: English DOCUMENT TYPE: Conference Papers. described as proceedings

CONFERENCE EDITOR(S): Pelsmacker, P. d.; Geuens, M.

CONFERENCE SPONSOR: University of Antwerp

CONFERENCE LOCATION: Antwerp, Belgium 1997; Apr (199704) (199704)

**Effect of Hemispheric Priming and Content of Television Commercials on Psychophysiological measures of Attention, Recall and Liking**

13/3,K/27 (Item 2 from file: 65)

DIALOG(R)File 65:Inside Conferences

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02608676 INSIDE CONFERENCE ITEM ID: CN027178160

**Targeting Technology In Television Advertisements : Social Symbols , Cultural Codes And Gender Messages**

Knupfer, N. N.

CONFERENCE: International Visual Literacy Association-Annual conference; 29th

P: 295-302

International Visual Literacy Association, 1998

ISBN: 0945829116

LANGUAGE: English DOCUMENT TYPE: Conference Selected papers

CONFERENCE EDITOR(S): Griffin, R. E.; Schiffman, C. B.; Gibbs, W. J.

CONFERENCE SPONSOR: International Visual Literacy Association

CONFERENCE LOCATION: University Park, PA 1997 (199700) (199700)

**Targeting Technology In Television Advertisements : Social Symbols , Cultural Codes And Gender Messages**

13/3,K/28 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

01470664 INSPEC Abstract Number: A80025301, B80012216

**Title: The dielectric loss of polypropylene films and polypropylene-polyurethane laminates at cryogenic temperatures**

Author(s): Mopsik, F.I.; Khoury, F.; Kryder, S.J.; Bolz, L.H.

Author Affiliation: Nat. Bur. of Stand., Washington, DC, USA

Conference Title: Nonmetallic Materials and Composites at Low Temperatures p.85-96

Editor(s): Clark, A.F.; Reed, R.P.; Hartwig, G.

Publisher: Plenum, New York, NY, USA

Publication Date: 1979 Country of Publication: USA xvi+440 pp.

Conference Date: 10-11 July 1978 Conference Location: Munich, West Germany

Language: English

Subfile: A B

Abstract: A summary is presented of **measurements** of the dielectric loss **characteristics** of six **commercial** polypropylene films, as well as laminates consisting of two or three polypropylene films bound together...

... for use, in tape form, as the electric insulation in high power superconducting AC transmission **cables** operated at 6 to 9K.

...Descriptors: superconducting **cables**

...Identifiers: high power superconducting AC transmission **cables**

13/3,K/29 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

June 23, 2003

01144167 INSPEC Abstract Number: B78007098

**Title: Various kinds of new pair type cables for local broadband network systems**

Author(s): Oshima, K.; Niwa, J.; Hiramatsu, S.; Maruoka, T.

Author Affiliation: Nippon Telegraph & Telephone Public Corp., Tokyo, Japan

Conference Title: Proceedings of the 25th Wire and Cable Symposium p. 185-98

Publisher: US Army Electronics Command, Fort Monmouth, NJ, USA

Publication Date: 1976 Country of Publication: USA xvii+416 pp.

Conference Sponsor: US Army Electronics Command

Conference Date: 16-18 Nov. 1976 Conference Location: Cherry Hill, NJ, USA

Language: English

Subfile: B

**Title: Various kinds of new pair type cables for local broadband network systems**

Abstract: Describes local broadband networks, various kinds of new broadband pair type cables, their electrical and mechanical characteristics and cable commercial test measurement results. It is concluded that a direct distribution system using baseband transmission system with broadband pair type cables is a desirable broadband network for the near future.

...Descriptors: telecommunication cables

...Identifiers: broadband pair type cables ; ...

...telecommunication cables

13/3,K/30 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

00782709 INSPEC Abstract Number: B75025787

**Title: A perspective on broadcast material identification**

Author(s): Dole, D.W.

Author Affiliation: Ichthus Ltd., Des Plaines, IL, USA

Journal: Journal of the Society of Motion Picture and Television Engineers vol.84, no.3 p.167-8

Publication Date: March 1975 Country of Publication: USA

CODEN: JSMTA4 ISSN: 0361-4573

Conference Title: Symposium on Television Broadcast Monitoring

Conference Date: 14 Nov. 1974 Conference Location: Toronto, Ont., Canada

Language: English

Subfile: B

Abstract: The Industry Standard Commercial Identification (ISCI) coding system consists of eight characters, four letters followed by four numbers. The first two, three or four letters are assigned...

...Descriptors: television broadcasting

Identifiers: television broadcast monitoring...

13/3,K/31 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

00453632 INSPEC Abstract Number: B72040452

**Title: Coupling measurement of coaxial cables**

Author(s): Tanaka, Y.; Murakami, I.; Toki, M.

Journal: Bulletin of the Faculty of Engineering, Yokohama National University vol.21 p.9-23



June 23, 2003

Publication Date: March 1972 Country of Publication: Japan  
CODEN: BFEYA4 ISSN: 0513-2592  
Language: English  
Subfile: B

**Title: Coupling measurement of coaxial cables**

...Abstract: hole coupling (Bethe-hole coupling) was given and applied to the couplings of the coaxial **cables**. The characteristics of these couplings were also checked by some experiments, and it was shown...

... meet some requirements such as avoiding unwanted field leakages, and easy replacing of the sample **cables**. Some measured characteristics of the small circular hole were given and were compared with the theoretical **characteristics**. Then some **measurements** on the **commercial cables** were also presented to show the usefulness of the proposed structure of the device.

Descriptors: coaxial **cables**

...Identifiers: coaxial **cables** ; ...

...commercial **cables**

13/3,K/32 (Item 1 from file: 94)

DIALOG(R)File 94:JICST-EPlus

(c)2003 Japan Science and Tech Corp(JST). All rts. reserv.

02368495 JICST ACCESSION NUMBER: 95A0642908 FILE SEGMENT: JICST-E  
**Flow-in Noise versus Digital Transmission Characteristics on a Coaxial Cable Television Network.**

OZAWA KAZUYOSHI (1); KASAI KOTARO (2); YAMAMOTO MORIYUKI (3); NAKAJIMA HIROAKI (4); TAKAHASHI SACHIO (5); KOBAYASHI HIDEAKI (6)

(1) Toshiba Corp., Inf. & Commun. Syst. Lab.; (2) LCV; (3) NEC Corp.; (4) Furukawa Electric Co., Ltd.; (5) Kiburuterebikodoriyoken; (6) Minist. of Posts and Telecommun., Broadcast. Bur.

Denshi Joho Tsushin Gakkai Gijutsu Kenkyu Hokoku(IEIC Technical Report (Institute of Electronics, Information and Communication Engineers), 1995, VOL.95,NO.97(CS95 56-66), PAGE.37-42, FIG.12, TBL.3, REF.2

JOURNAL NUMBER: S0532BBG

UNIVERSAL DECIMAL CLASSIFICATION: 621.397+654.197

LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan

DOCUMENT TYPE: Journal

ARTICLE TYPE: Original paper

MEDIA TYPE: Printed Publication

**Flow-in Noise versus Digital Transmission Characteristics on a Coaxial Cable Television Network.**

...ABSTRACT: method which measures the quantity of flow-in noise in upstream of tree-shaped coaxial **CATV (cable television)** network is proposed. In the method, the recurrence-rate and the duration of the upstream...

...to show the validity of proposal, quantity of flow-in noise and QPSK digital transmission **characteristics** in **commercially** operating **CATV** are **measured** and compared. (author abst.)

DESCRIPTORS: **CATV** ; ...

...coaxial **cable** ;

...BROADER DESCRIPTORS: **television** broadcast...

... **cable** ;

13/3,K/33 (Item 1 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily

(c) 2003 ProQuest Info&Learning. All rts. reserv.

June 23, 2003

06113919            SUPPLIER NUMBER: 58369625  
EDUCATION; Messages That Cut Through the Smoke; Health: Governments spend  
millions on anti-tobacco ads aimed at teenagers. Now a researcher says  
she's found out which ones work.

Rose, Jaimee

Los Angeles Times, p B.2

Aug 20, 2000

ISSN: 0458-3035            NEWSPAPER CODE: ANGE

DOCUMENT TYPE: Feature; Newspaper article

LANGUAGE: English            RECORD TYPE: ABSTRACT

...ABSTRACT: Connie Pechmann, a UC Irvine professor who has just released  
a study of anti-smoking TV ads across the nation. She concluded that the  
commercials, which seek to combat national smoking...

...states and Canada. She took those ads to groups of Orange County  
seventh- and 10th- graders, who were asked to pinpoint the messages and  
the spokesmen in each of the ads. Pechmann cross-referenced those  
messages with smoking rate changes after the ads were broadcast to  
determine which messages had the greatest effects. Caption: PHOTO: This  
image from a 1997 TV commercial showing the danger of secondhand smoke  
hit home with teenagers, said Connie Pechmann, a...

...DESCRIPTORS:    Television advertising

13/3,K/34            (Item 2 from file: 483)  
DIALOG(R)File 483:Newspaper Abs Daily  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

03915398

Doughboy campaign stays fresh for Pillsbury

Enrico, Dottie

USA TODAY, Sec B, p 8, col 1

Feb 26, 1996

ISSN: 0734-7456            NEWSPAPER CODE: US

DOCUMENT TYPE: News; Newspaper

LANGUAGE: English            RECORD TYPE: ABSTRACT

LENGTH: Medium (6-18 col inches)

...ABSTRACT: landed it in sixth place in the tracking of the  
most-effective ad campaigns as measured by Ad Track. The 30-year  
Doughboy character is analyzed, and the top 10 TV advertisers as  
charted by Nielsen are listed for Feb 5-11, 1996.

...DESCRIPTORS:    Television advertising

13/3,K/35            (Item 3 from file: 483)  
DIALOG(R)File 483:Newspaper Abs Daily  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

02591934

Roache calls on Rufo to remove ad

Benning, Victoria

Boston Globe, p 13, col 2

Aug 9, 1993

ISSN: 0743-1791            NEWSPAPER CODE: BG

DOCUMENT TYPE: News; Newspaper

LANGUAGE: English            RECORD TYPE: ABSTRACT

LENGTH: Long (18+ col inches)

ABSTRACT: Suffolk County Sheriff Robert Rufo defended his upcoming TV  
advertisement on crime, saying that his fellow Boston mayoral candidates

June 23, 2003

who have criticized the ad are out of touch, while candidate Francis M. Roache called on Rufo to demonstrate moral **character** and **judgment** by pulling the **ad**.

...DESCRIPTORS: **Television** ;

13/3,K/36 (Item 1 from file: 6)  
DIALOG(R)File 6:NTIS  
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1208207 NTIS Accession Number: NTN85-1353  
**Soil Tester Combines Two Important Measurements**  
(NTIS Tech Note)  
Department of Agriculture, Washington, DC.  
Corp. Source Codes: 000584000  
Dec 85 1p  
Languages: English  
Journal Announcement: GRAI8601  
Write NTIS for information about Tech Notes subscriptions and back issue packages available.  
NTIS Prices: Not available NTIS

... can be measured simultaneously with a device first developed to find breaks in underground telephone **cables**. Previously, two separate instruments were needed, and each was complicated, expensive, and time consuming. The...

... radiation hazard as there might be with the neutron probes that are currently used to **measure** water **content**. The **cable** tester, which is **commercially** available, uses a technique called time-domain reflectometry. Dalton uses portable equipment to send electrical...

13/3,K/37 (Item 1 from file: 144)  
DIALOG(R)File 144:Pascal  
(c) 2003 INIST/CNRS. All rts. reserv.

12638669 PASCAL No.: 96-0332291  
**Male adolescents' reactions to TV beer advertisements : The effects of sports content and programming context**  
SLATER M D; ROUNER D; MURPHY K; BEAUVAIS F; VAN LEUVEN J; DOMENECH RODRIGUEZ M  
Department of Technical Journalism, Colorado State University, Fort Collins, Colorado 80523, United States  
Journal: Journal of studies on alcohol, 1996, 57 (4) 425-433  
Language: English

**Male adolescents' reactions to TV beer advertisements : The effects of sports content and programming context**  
Objective: This study examines white male adolescent responses to TV beer advertisements with and without sports content and to nonbeer ads when embedded in sports and entertainment programming. Method: A total of 72 advertisements and 24 **television** program excerpts were randomly sampled from national **television** programming. White male adolescents (N = 157) recruited in a public school system each viewed six...

... Individual difference variables including alcohol use behavior, sensation-seeking, masculinity and sports involvement were also **measured**. Results: **Subjects** showed a consistent preference for beer ads with sports **content**. A significant three-way interaction between ad type, programming type and junior versus senior high-school age level also indicated that sports...

English Descriptors: Advertising; Alcoholic beverage; **Television** ; Beer;

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Attitude; Social perception; Adolescent; Male; Caucasoid; Sport

French Descriptors: Publicite; Boisson alcoolisee; **Television** ; Biere;  
Attitude; Perception sociale; Adolescent; Male; Caucasoide; Sport

Spanish Descriptors: Publicidad; Bebida alcoholica; **Television** ; Cerveza;  
Actitud; Percepcion social; Adolescente; Macho; Caucasico; Deporte

13/3,K/38 (Item 2 from file: 144)  
DIALOG(R)File 144:Pascal  
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11902019 PASCAL No.: 95-0072509

**Effectiveness of subliminal messages in television commercials : two experiments**

SMITH K H; ROGERS M

Bowling Green State univ., dep. psychology, Bowling Green OH 43403, USA

Journal: Journal of applied psychology, 1994, 79 (6) 866-874

Language: English

**Effectiveness of subliminal messages in television commercials : two experiments**

Subjects watched **television** commercials, monitoring them for a message (the words "choose this") presented at different levels of contrast with the background. Following each **commercial** , **subjects** rated their intention to respond positively to it. In experiment 1, neither detected nor undetected messages...

English Descriptors: Advertising; **Television** ; Subliminal stimulus;  
Psychological effect; Efficiency; Memory; Recall; Persuasion; Adult

French Descriptors: Publicite; **Television** ; Stimulus infraliminaire; Effet psychologique; Efficacite; Memoire; Rappel; Persuasion; Adulte

Spanish Descriptors: Publicidad; **Television** ; Estimulo subliminal; Efecto psicologico; Eficacia; Memoria; Llamada; Persuasion; Adulto

13/3,K/39 (Item 1 from file: 34)  
DIALOG(R)File 34:SciSearch(R) Cited Ref Sci  
(c) 2003 Inst for Sci Info. All rts. reserv.

02076921 Genuine Article#: JZ107 No. References: 14

**Title: LONG-TERM PROPAGATION DELAY CHARACTERISTICS OF TELECOMMUNICATION LINES**

Author(s): IMAOKA A; KIHARA M

Corporate Source: NIPPON TELEGRAPH & TEL PUBL CORP, TRANSMISS

SYSTLABS/KANAGAWA 23803//JAPAN/

Journal: IEEE TRANSACTIONS ON INSTRUMENTATION AND MEASUREMENT, 1992, V41, N5 (OCT), P653-656

ISSN: 0018-9456

Language: ENGLISH Document Type: ARTICLE (Abstract Available)

**Abstract:** Long-term propagation-delay **characteristics** of **commercial** telecommunication lines are **measured** . The variations in outgoing path delay and incoming delay of a paired transmission path are...

...that the variation of annual delay can be estimated by measuring air temperature above the **cable** . The delay variations, which vary slowly with a period of over 10(3) S, such...

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20/3,K/1 (Item 1 from file: 8)  
DIALOG(R)File 8:Ei Compendex(R)  
(c) 2003 Elsevier Eng. Info. Inc. All rts. reserv.

04017070 E.I. No: EIP94122486823

Title: **New type of Nb//3Sn fiber-reinforced superconductors for high-field pulsed magnet and effect of thermal stress**

Author: Arai, Kazuaki; Tateishi, Hiroshi; Umeda, Masaichi; Agatsuma, Ko  
Source: Electrical Engineering in Japan (English translation of Denki Gakkai Ronbunshi) v 114 n 3 June 1 1994. p 1-14  
Publication Year: 1994  
CODEN: EENJAU ISSN: 0424-7760  
Language: English

...Abstract: T class pulses magnet with its size kept equal to ITER because stainless steels of **cable** -in-conduit-conductors could be reduced considerably. This paper presents a technique of preparing FRS and **measuring** its superconducting **characteristics** including strain-Ic relation. FRS has a critical current density of 600 (A/mm\*\*2/initial niobium) at 15 T, which is almost equal to one of the **commercial** bronze-processed wires. The intrinsic strain vs.I//c characteristics are **similar** to that of bronze-processed wire. Thermal strain on FRS also is discussed because materials...

...overcoming the degradation while maintaining very high elastic modulus of tungsten fiber for reinforcement are **shown**. (Author abstract) 21 Refs.

Identifiers: Fiber reinforced superconductors; Superconducting wire; **Cable** in conduit conductors; Thermal contraction; Critical current density

20/3,K/2 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01908767 ORDER NO: AADAA-I3064647

**How sexist advertisements hurt victims of rape: Information search strategies, attributions, and victim responsibility in an acquaintance rape trial**

Author: Sweeney, Donna Lee  
Degree: Ph.D.  
Year: 2002  
Corporate Source/Institution: Northern Illinois University (0162)  
Source: VOLUME 63/09-B OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4422. 187 PAGES  
ISBN: 0-493-83680-2

**How sexist advertisements hurt victims of rape: Information search strategies, attributions, and victim responsibility in an acquaintance rape**  
...

The present study assessed whether exposure to **television advertisements** depicting women as sex objects (i.e., **sexist advertisements**) would activate the female sex-object stereotype among men (particularly those high in sexism), thereby...

...the complainant more responsible and the defendant less responsible for the incident, and (d)&nbsp;   **assess** the complainant's **character** more negatively. This would result in defendants receiving fewer guilty verdicts and lighter sentences.

One...

...pretested for level of sexism. In the second session, they were exposed to either sexist **advertisements**, neutral **advertisements**, or erotic **movie** clips, asked to complete a questionnaire measuring attitudes toward female objectification, and then read transcripts...

June 23, 2003

...exception was for those high vs. low in benevolent sexism in that exposure to sexist **advertisements** caused both groups to respond in a more classically sexist manner for verdict confidence and...

...being rendered toward the defendant. When broken out by sexism, the high sexist model was **similar** to the overall model. However, the low sexist model differed in that the type of...

20/3,K/3 (Item 2 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01723770 ORDER NO: AADAA-I9954303

**An empirical analysis of spatial competition in the network television industry**

Author: Goettler, Ronald L.

Degree: Ph.D.

Year: 1999

Corporate Source/Institution: Yale University (0265)

Source: VOLUME 60/12-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4520. 170 PAGES

**An empirical analysis of spatial competition in the network television industry**

This dissertation examines spatial competition in the network **television** industry. The primary challenge posed by this objective is that product (i.e., **show**) **characteristics** are difficult to **measure**, and more suitably treated as latent characteristics to be estimated.

Chapter 1 provides an overview of the broadcast **television** industry and positions this research in relation to previous studies involving choice modeling or network **television**.

Chapter 2 presents a structural model of viewer choice with both state dependence and a...

...of horizontal differentiation and one vertically differentiated dimension. Interpretations of these dimensions reflect the traditional **show** labels. For example, one of the dimensions represents the degree of realism in a **show**. Furthermore, the clustering of **shows** based on the estimated characteristics **corresponds** to traditional **show** labels. The clusters are identified as sitcoms for mature viewers, sitcoms for younger viewers, reality...

...dramas.

Regarding spatial competition and strategic behavior, the model suggests the networks should use counter-**programming** (i.e., differentiated products) within each time slot and homogeneous **programming** through each night. The estimated **show** locations reveal an extensive use of these strategies, as well as a limited degree of branding. Nonetheless, by unilaterally changing their schedules to increase both counter-**programming** and homogeneity, ABC, CBS, and NBC are able to increase their weekly ratings by 16...

...and 12% increases.

In Chapter 3 the impact of audience size and demographic composition on **advertisement** revenue is investigated. **Show**-level data reveals a pricing premium for large audiences, homogeneous audiences, audiences with a high...

...viewers 50 years old and older. Best-response schedules and Nash equilibria are computed using **advertisement** revenue as the networks payoff function. Interestingly, the resulting schedules (and the implied strategies) are the same as when the payoff function is simply **show**

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ratings. Costs of implementing schedule changes are also considered. Such costs are found to reduce...

20/3,K/4 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

5782780 INSPEC Abstract Number: A9803-5270-004

Title: **Electrical characterization of a processing plasma chamber**

Author(s): Roth, W.C.; Carlile, R.N.; O'Hanlon, J.F.

Author Affiliation: Dept. of Electr. & Comput. Eng., Arizona Univ., Tucson, AZ, USA

Journal: Journal of Vacuum Science & Technology A (Vacuum, Surfaces, and Films) vol.15, no.6 p.2930-7

Publisher: AIP for American Vacuum Soc,

Publication Date: Nov.-Dec. 1997 Country of Publication: USA

CODEN: JVTAD6 ISSN: 0734-2101

SICI: 0734-2101(199711/12)15:6L.2930:ECPP;1-#

Material Identity Number: D746-97006

U.S. Copyright Clearance Center Code: 0734-2101/97/15(6)/2930/8/\$10.00

Language: English

Subfile: A

Copyright 1997, IEE

...Abstract: plasma impedance at the fundamental frequency. This was accomplished by building a "probe station" containing **commercially** available current and voltage probes which can be inserted into the radio frequency (RF) coaxial **cable** through which RF power is supplied to the driven electrode. We have applied our techniques...

... the Tegal modified MCR-1 etch system. We find that an essential part of the **characterization** is in the **measurement** of the impedance of the device when the plasma is extinguished, which is in parallel with the plasma impedance. We find that this impedance is an inductance in **series** with a capacitance, **similar** to that found for the GEC reference cell; thus, this equivalent circuit may be universal...

...plasma chemistry as the source of the transient. The impedance transient correlates well with a **similar** transient that we observe in the density of water vapor molecules that are present in...

... processing engineers who may find processing parameters changing during the process time, which is usually **comparable** to 4 min.

...Identifiers: RF coaxial **cable** ;

20/3,K/5 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

4825806 INSPEC Abstract Number: B9501-3240E-005

Title: **New type of Nb/sub 3/Sn fiber-reinforced superconductors for high-field pulsed magnet and effect of thermal stress**

Author(s): Arai, K.; Tateishi, H.; Umeda, M.; Agatsuma, K.

Author Affiliation: Electrotech. Lab., Japan

Journal: Electrical Engineering in Japan vol.114, no.3 p.1-14

Publication Date: 1 June 1994 Country of Publication: USA

CODEN: EENJAU ISSN: 0424-7760

U.S. Copyright Clearance Center Code: 0424-7760/94/0003-0001

Language: English

Subfile: B

...Abstract: class pulse magnet with its size kept equal to ITER because the stainless steel of **cable** -in-conduit-conductors could be reduced

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considerably. This paper presents a technique of preparing FRS and measuring their superconducting characteristics including strain-I/sub c/ relation. FRS has a critical current density of 600 (A...

...sup 2//initial niobium) at 15 T, which is almost equal to one of the commercial bronze-processed wires. The intrinsic strain vs. I/sub c/ characteristics are similar to that of bronze-processed wire. Thermal strain on FRS is also discussed because materials...

... overcoming the degradation while maintaining very high elastic modulus of tungsten fiber for reinforcement are shown .

20/3,K/6 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

4552560 INSPEC Abstract Number: A9402-7460M-025, B9401-3220-020

Title: New type of Nb/sub 3/Sn fiber-reinforced-superconductors for high-field pulsed magnet and effect of thermal stress

Author(s): Arai, K.; Tateishi, H.; Umeda, M.; Agatsuma, K.

Author Affiliation: Electrotech. Lab., Ibaraki, Japan

Journal: Transactions of the Institute of Electrical Engineers of Japan, Part A vol.113-A, no.1 p.53-62

Publication Date: Jan. 1993 Country of Publication: Japan

CODEN: DGKRA8 ISSN: 0385-4205

Language: Japanese

Subfile: A B

...Abstract: magnet with its size equal to ITER because the amount of stainless steel in the cable -in-conduit-conductors could be largely reduced. This paper presents a preparation technique of FRS and its measured superconducting characteristics including strain-IC relation. FRS has a critical current density of 600 (A/mm/sup 2//initial niobium) at 15 T, which is almost equal to that of commercial bronze-processed wires. The intrinsic stain vs. I/sub c/ characteristics is similar to that of a bronze-processed wire. The thermal strain on FRS is also discussed...

... which leads to the degradation of superconducting characteristics of Nb/sub 3/Sn. Possibilities are shown to overcome the degradation by using very high elastic modulus tungsten fiber for reinforcement.

...Identifiers: cable -in-conduit-conductors...

... commercial bronze-processed wires

20/3,K/7 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

01656028 INSPEC Abstract Number: A81032230, B81017455

Title: A physical assessment of the imaging performance of a panel-type X-ray image intensifier

Author(s): Hay, G.A.; Cowen, A.R.

Author Affiliation: Dept. of Medical Phys., Univ. of Leeds, Leeds, UK

Journal: British Journal of Radiology vol.54, no.637 p.24-8

Publication Date: Jan. 1981 Country of Publication: UK

CODEN: BJRAAP ISSN: 0007-1285

Language: English

Subfile: A B

Abstract: The performance of a commercial panel-type X-ray image intensifier has been investigated by physical methods, both objective and subjective . The objective measurements show that the manufacturer's claims are justified, except perhaps in regard to contrast loss. The subjective measurements reveal that the conversion factor ('gain') of



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the device is such that dark-adaptation is...

... nearly three orders of magnitude smaller than that of a conventional X-ray image-intensifier **television** system. Therefore, at modern fluoroscopic exposure rates, the eye is operating at light levels at...  
...be done only by increasing the X-ray factors (kV and mA), resulting in a **corresponding** increase in dose to the patient of about one order of magnitude. Such an increase...

20/3,K/8 (Item 1 from file: 94)  
DIALOG(R)File 94:JICST-EPlus  
(c)2003 Japan Science and Tech Corp(JST). All rts. reserv.

03055903 JICST ACCESSION NUMBER: 97A0134391 FILE SEGMENT: JICST-E  
**Performance Study of Teleradiology Network Systems with CRT Monitors: ROC analysis of an observation study of simulated lung nodules.**  
TAKIZAWA MASAOMI (1); SONE SHUSUKE (1); OGUCHI KAZUHIRO (1); MARUYAMA YUICHIRO (1); OKAZAKI YOICHI (2); MOMOSE MITSUHIRO (3); IMAI SHUN (4); MARUYAMA ATSUNORI (5); SAKAI FUMIKAZU (6)  
(1) Shinshu Univ., Fac. of Med.; (2) Nagano Red Cross Hosp.; (3) Nagano Prefect. Welf. Fed. of Agric. Coop. Saku Cent. Hosp.; (4) Naganoshiminbyoin; (5) Iida City Hosp.; (6) Tokyo Women's Med. Coll.  
Nippon Igaku Hoshasen Gakkai Zasshi(Nippon Acta Radiologica), 1996, VOL.56,NO.14, PAGE.1061-1065, FIG.5, TBL.1, REF.5  
JOURNAL NUMBER: S0239BAL ISSN NO: 0048-0428 CODEN: NHGZA  
UNIVERSAL DECIMAL CLASSIFICATION: 616-073.916 681.3.02:61  
LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan  
DOCUMENT TYPE: Journal  
ARTICLE TYPE: Original paper  
MEDIA TYPE: Printed Publication

ABSTRACT: PURPOSE: To evaluate the diagnostic performance of **commercially** available CRT monitors used in a teleradiology system by determining the rate of detection of...

...FCR) of an anthropomorphic chest phantom with ten simulated nodules on its surface. These FCR **films** were digitized by a **film** digitizer with 125 DPI (1024\*1024 matrix sizes) and 12 bit gray scales, and the ...

...radiologists. Ten radiologists of three hospitals were asked to interpret independently both the original FCR **films** and the images **shown** on the CRT monitors and to indicate the presence or absence of simulated nodules on the images by using a five-category **rating** scale. Receiver operating **characteristics** (ROC) curves were generated, and the results of interpretation on the FCR **films** and CRT monitors were compared. RESULTS: Performance of the all readers was slightly better with the CRT monitors than on the FCR **films**, although the differences were not statistically significant. There were no statistically significant differences in performance depending on the type of CRT monitor. CONCLUSION: Performance of the CRT monitors was **comparable** to that of FCR radiography in terms of interpreting the simulated lung nodules. (author abst.)

...DESCRIPTORS: **television** application

20/3,K/9 (Item 2 from file: 94)  
DIALOG(R)File 94:JICST-EPlus  
(c)2003 Japan Science and Tech Corp(JST). All rts. reserv.

02560703 JICST ACCESSION NUMBER: 95A0957298 FILE SEGMENT: JICST-E  
**The relationship between musical and visual expressions represented in television commercials . Comparison between Japan and Korea.**  
IWAMIYA SHIN'ICHIRO (1)  
(1) Kyushu Inst. of Des.

June 23, 2003

Ningen Kogaku(Japanese Journal of Ergonomics), 1995, VOL.31,NO.5,  
PAGE.337-346, FIG.7, TBL.3, REF.9  
JOURNAL NUMBER: S0258AAF ISSN NO: 0549-4974  
UNIVERSAL DECIMAL CLASSIFICATION: 658.81/.89  
LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan  
DOCUMENT TYPE: Journal  
ARTICLE TYPE: Original paper  
MEDIA TYPE: Printed Publication

**The relationship between musical and visual expressions represented in television commercials . Comparison between Japan and Korea.**

ABSTRACT: The relationship between musical and visual expressions represented in Japanese and Korean **television commercials** is examined. The categories of musical expressions (tempo, loudness, tonality, rhythm, and instrumentation), visual expressions (foreground of visual image, its behavior, and their background), and subject of **commercials** are analyzed statistically. The combinations of musical and visual expressions in both Japanese and Korean **commercials** are classified into four types: dynamic, gentle, daily, and anti daily expressions. The combination of music and motion **pictures** is considered to be determined by **similar** principals in both countries. The **subjective rating** experiments of typical examples of these four-type **commercials** shows that they are also psychologically dynamic, gentle, daily, and anti-daily. (author abst.)

DESCRIPTORS: **commercial** ; ...

... **television** broadcast

20/3,K/10 (Item 3 from file: 94)  
DIALOG(R)File 94:JICST-EPlus  
(c)2003 Japan Science and Tech Corp(JST). All rts. reserv.

01702245 JICST ACCESSION NUMBER: 93A0251533 FILE SEGMENT: JICST-E  
**New Type of Nb3Sn Fiber-Reinforced-Superconductors for High-Field Pulsed Magnet and Effect of Thermal Stress.**  
ARAI KAZUAKI (1); TATEISHI HIROSHI (1); UMEDA MASAICHI (1); AGATSUMA KO (1)  
(1) Electrotechnical Lab.  
Denki Gakkai Ronbunshi. A(Transactions of the Institute of Electrical Engineers of Japan. A), 1993, VOL.113,NO.1, PAGE.53-62, FIG.11, REF.21  
JOURNAL NUMBER: S0808AAA ISSN NO: 0385-4205  
UNIVERSAL DECIMAL CLASSIFICATION: 537.312.62:621.315.55  
LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan  
DOCUMENT TYPE: Journal  
ARTICLE TYPE: Original paper  
MEDIA TYPE: Printed Publication

...ABSTRACT: T-class pulsed magnet with keeping its size equal to ITER because stainless steels of **cable** -in-conduit-conductors could be largely reduced. This paper presents a preparation technique of FRS and its **measured** superconducting **characteristics** including strain-Ic relation. FRS has a critical current density of 600(A/mm2/initial niobium) at 15 T, which is almost equal to one of **commercial** bronze-processed wires. The intrinsic strain vs. Ic characteristics is **similar** to that of a bronze-processed wire. Thermal strain on FRS are also discussed because...

...low thermal contraction which leads to degradation of superconducting characteristics of Nb3Sn layer. Possibilities are **shown** to overcome the degradation with keeping very high elastic modulus of tungsten fiber for reinforcement...

20/3,K/11 (Item 4 from file: 94)  
DIALOG(R)File 94:JICST-EPlus

June 23, 2003

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01232310 JICST ACCESSION NUMBER: 91A0165399 FILE SEGMENT: JICST-E

**Realtime RGB-subtraction image processing.**

MIYAMOTO MASAKI (1); MORIMOTO SHINSUKE (1); YAMADA HIROYUKI (1); SAEKI  
SUSUMU (1); YUKAWA MASAHIKO (2); TAMADA FUMIHIKO (2); FUJIMORI TAKAHIRO  
(3); MAEDA SAKAN (3); HABA SHIGEAKI (4)

(1) Kobe Univ., School of Medicine, Hospital; (2) Suma Red Cross Hospital  
; (3) Kobe Univ.; (4) Hyogokensei jinbyorinshoken

Gastroenterol Endosc, 1990, VOL.32, NO.12, PAGE.2826-2837, FIG.10, TBL.3,  
REF.23

JOURNAL NUMBER: G0608BAP ISSN NO: 0387-1207

UNIVERSAL DECIMAL CLASSIFICATION: 616.3-07

LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan

DOCUMENT TYPE: Journal

ARTICLE TYPE: Original paper

MEDIA TYPE: Printed Publication

...ABSTRACT: after scattering methylene blue dye for various gastric  
lesions. As for a preliminary experiment, we **measured** the refractory  
**characteristic** curve of normal gastric mucosa after scattering the  
methylene blue and obtained the mean refractory...

...colour zone. The R-G image (ie, that produced by subtracting red and  
green) was **similar** to the R-B image as the G-R image did the B-R  
image...

...the B-G image after RGB-subtracting for the original image.

RGB-subtraction image processing **showed** us the border between  
diseased and normal mucosa and mucosal changes clearly after methylene  
blue dye scattering. The border between normal and lesioned mucosa on  
these images **corresponded** to those prepared histologically. This  
image processing enables us to detect the lesions more clearly and the  
lesional area on gastric mucosa accurately. **TV** -endoscopy using  
RGB-subtraction image processing may permit endoscopic surgery. (author  
abst.)

...DESCRIPTORS: **AD** conversion

...BROADER DESCRIPTORS: membrane and **film** ;

20/3,K/12 (Item 1 from file: 6)

DIALOG(R) File 6:NTIS

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1623377 NTIS Accession Number: ED-334 981

**Square One Television and Gender**

De Vaney, A. ; Elenes, A.

Corp. Source Codes: 888888888

1991 22p

Languages: English

Journal Announcement: GRAI9206

Available from ERIC Document Reproduction Service (Computer Microfilm  
International Corporation), 3900 Wheeler Ave., Alexandria, VA 22304-5110.

NTIS Prices: Not available NTIS

**Square One Television and Gender**

... visual text, this paper describes one stage of a post structural  
analysis of 'Square One **TV**' (SOTV), a **program** originally designed to  
provide instruction in mathematics for 8- to 12-year-old viewers which...

... sexism and racism were unwittingly enfolded in SOTV, which has borrowed  
the structure of 1980s **commercial television programs**. Consecutive  
**programs** were sampled during two summer weeks. The team then formulated  
focus questions about messages surrounding...

...formats were identified. Segments were reviewed to identify visual codes  
within the format, codes of **similar** formats on broadcast **TV** were

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identified, and relationships between codes on broadcast TV and SOTV were drawn. The analysis showed that SOTV programs incorporated sexism or racism in 20% to 40% of each program, and segments selected for the study included examples of both blatant and subtle sexism. Patterns found in biased segments were also found to be clearly present on current day broadcast television, although some sitcoms and ads used ironic distancing to present sexist materials. Although children may be sophisticated viewers of television, they are hardly ironic distancers and the pace of SOTV almost guarantees that they only...

Descriptors: Broadcast television; \*Childrens television; \*Preadolescents; \*Programing (Broadcast); \*Sex bias; Attitude change; Coding; Comparative analysis; Content analysis; Elementary education; Mathematics instruction; Racial bias; Television viewing

Identifiers: Square One TV; \*Textual Analysis; Childrens Television Workshop NY; NTISHEWERI

20/3,K/13 (Item 2 from file: 6)

DIALOG(R)File 6:NTIS

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1403295 NTIS Accession Number: AD-A199 495/3

**Targeting the Delivery of Army Advertisements on Television**

(Final rept. Jul-Dec 8)

Ellig, T.

Army Research Inst. for the Behavioral and Social Sciences, Alexandria, VA.

Corp. Source Codes: 054823000; 408010

Report No.: ARI-TR-1484

Jul 88 47p

Languages: English

Journal Announcement: GRAI8903

Order this product from NTIS by: phone at 1-800-553-NTIS. (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.

NTIS Prices: PC A03/MF A01

**Targeting the Delivery of Army Advertisements on Television**

The U.S. Army uses advertisements to affect the knowledge, attitudes, and behavioral intentions of youth to effectively recruit manpower. Both... report addresses the targeting of message delivery to priority groups for enlistment through placement of advertisements on television. As part of 30-minute computer-assisted telephone interviews conducted for the Army Communications Objectives Measurement System (ACOMS) between July and December 1987, half of all respondents were asked a series of questions about media habits. The analyses reported in this paper are based on the...

... made to an overlapping sample of 1,676 males, 18- to 24-years old. Several television programs and program types have significantly different proportions of Army prime market groups in their audiences. This information can be used to improve the efficiency with which the Army targets advertisements. Similarly, the quantification of audiences by race/ethnic groups and the quantification of priority groups within race/ethnic groups can contribute to the selection of programs for the Army's minority recruitment advertising efforts. (sdw)

Descriptors: Army personnel; \*Recruiting; Army equipment; Communication equipment; Habits; Manpower; Marketing; Measurement; Media; Message processing; Minorities; National defense; Recruits; Selection; Targeting; Television systems; Youth; Race relations; Ehtnic groups.

20/3,K/14 (Item 1 from file: 144)

DIALOG(R)File 144:Pascal

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June 23, 2003

13401324 PASCAL No.: 97-0586719

**Electrical characterization of a processing plasma chamber**

ROTH Weston C; CARLILE Robert N; OHANLON John F

Department of Electrical and Computer Engineering, University of Arizona,  
Tucson, Arizona 85721

Journal: Journal of vacuum science and technology. A. Vacuum, surfaces,  
and films, 1997-11, 15 (6) 2930-2937

Language: English

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... plasma impedance at the fundamental frequency. This was accomplished by building a probe station containing **commercially** available current and voltage probes which can be inserted into the radio frequency (rf) coaxial **cable** through which rf power is supplied to the driven electrode. We have applied our techniques...

... the Tegal modified MCR-1 etch system. We find that an essential part of the **characterization** is the **measurement** of the impedance of the device when the plasma is extinguished, which is in parallel with the plasma impedance. We find that this impedance is an inductance in **series** with a capacitance, **similar** to that found for the GEC reference cell; thus, this equivalent circuit may be universal...

...plasma chemistry as the source of the transient. The impedance transient correlates well with a **similar** transient that we observe in the density of water vapor molecules that are present in...

... processing engineers who may find processing parameters changing during the process time, which is usually **comparable** to 4 min. (c) 1997 American Vacuum Society.

20/3,K/15 (Item 1 from file: 202)

DIALOG(R)File 202:Info. Sci. & Tech. Abs.

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0802668

**Some effects of television screen size and viewer distance on recognition of short sentences.**

Book Title: Master's Thesis, Temple University. 1972 November. School Of Communications And Theater, Temple University, Philadelphia. 119 P. Edrs: Ed-071 416; Hc \$6.58, Mf \$0.65.

Author(s): Lewin, Earl P

Publication Date: 1972

Language: English

Document Type: Book Chapter

Journal Announcement: 0800

**Some effects of television screen size and viewer distance on recognition of short sentences.**

A study investigated changes in recognition time for short sentences presented on **television** screens of varying sizes with viewers at varying distances. In a posttest, only control group design subjects in several groups viewed a **series** of **similar** sentences under conditions where screen size and distance from the screen were varied. The **subjects' score** were **subjected** to a one-way analysis of variance; the results **showed** that recognition time decreased as the subject was moved closer to the **television** screen and as the screen size was increased. The study suggests, then, that variables such as set size and viewer distance should be considered by graphics designers for both **commercial** and educational purposes.

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20/3,K/16 (Item 1 from file: 34)  
DIALOG(R)File 34:SciSearch(R) Cited Ref Sci  
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10268569 Genuine Article#: 504AC No. References: 10  
**Title: Test of "Light" cigarette counter-advertising using a standard test of advertising effectiveness**  
Author(s): Shiffman S (REPRINT) ; Burton SL; Pillitteri JL; Gitchell JG; Di Marino ME; Sweeney CT; Wardle PA; Koehler GL  
Corporate Source: Pinney Associates, 201 N Craig St, Suite 320/Pittsburgh//PA/15213 (REPRINT); Pinney Associates, Pittsburgh//PA/15213; Univ Pittsburgh, Pittsburgh//PA/15260; GlaxoSmithKline Consumer Healthcare, Pittsburgh//PA/; Pinney Associates, Seattle//WA/; Pinney Associates, Bethesda//MD/  
Journal: TOBACCO CONTROL, 2001, V10, 1, PI33-I40  
ISSN: 0964-4563 Publication date: 20010000  
Publisher: BRITISH MED JOURNAL PUBL GROUP, BRITISH MED ASSOC HOUSE, TAVISTOCK SQUARE, LONDON WC1H 9JR, ENGLAND  
Language: English Document Type: ARTICLE (ABSTRACT AVAILABLE)

...Abstract: addressing smokers' misperceptions about Light cigarettes.

Design-Smokers viewed one of six, 30 second test **television** concept **advertisements**, which varied by message (one emphasising how the sensory effects of Lights can be deceptive, the other describing the effects of vent blocking) and by **ad** context (non- **commercial** public service announcement (PSA), promotion of unbranded nicotine replacement therapy (NRT), or promotion of branded NRT). The effectiveness of each **advertisement** was determined using a validated advertising testing system in which **ads** were viewed in the context of reviewing a pilot **television** programme. Response to **ads** is **assessed** through shifts in **subject** choices of products offered as prizes before and after viewing the test **advertisements**. Included among the possible prizes were cigarettes and various pharmacotherapies for smoking cessation.

Subjects-Daily...

...was the shift away from cigarettes as the selected prize following exposure to the test **advertisements**. Secondary outcomes of interest included movement away from Light cigarettes and movement towards assisted quitting products.

Results-Smokers who saw the **advertisement** emphasising the sensory characteristics of Light cigarettes were more likely than subjects who saw the **advertisement** emphasising the effect of vent blocking to move away from cigarettes (OR = 1.97, 95...  
...interval CI 1.25 to 3.09; chi (2)(1) = 8.69, p = 0.003). **Similarly**, subjects who saw the **advertisement** framed as a PSA, rather than as a promotion for either a branded or unbranded...

20/3,K/17 (Item 2 from file: 34)  
DIALOG(R)File 34:SciSearch(R) Cited Ref Sci  
(c) 2003 Inst for Sci Info. All rts. reserv.

06287466 Genuine Article#: YG058 No. References: 14  
**Title: Electrical characterization of a processing plasma chamber**  
Author(s): Roth WC (REPRINT) ; Carlile RN; O'Hanlon JF  
Corporate Source: INTEL CORP, /HILLSBORO//OR/97124 (REPRINT); UNIV ARIZONA, DEPT ELECT & COMP ENGN/TUCSON//AZ/85721  
Journal: JOURNAL OF VACUUM SCIENCE & TECHNOLOGY A-VACUUM SURFACES AND FILMS, 1997, V15, N6 (NOV-DEC), P2930-2937  
ISSN: 0734-2101 Publication date: 19971100

June 23, 2003

Publisher: AMER INST PHYSICS, CIRCULATION FULFILLMENT DIV, 500 SUNNYSIDE  
BLVD, WOODBURY, NY 11797-2999  
Language: English Document Type: ARTICLE (ABSTRACT AVAILABLE)

...Abstract: plasma impedance at the fundamental frequency. This was accomplished by building a "probe station" containing **commercially** available current and voltage probes which can be inserted into the radio frequency (rf) coaxial **cable** through which rf power is supplied to the driven electrode. We have applied our techniques...

...the Tegal modified MCR-1 etch system. We find that an essential part of the **characterization** is the **measurement** of the impedance of the device when the plasma is extinguished, which is in parallel with the plasma impedance. We find that this impedance is an inductance in **series** with a capacitance, **similar** to that found for the GEC reference cell; thus, this equivalent circuit may be universal...

...plasma chemistry as the source of the transient. The impedance transient correlates well with a **similar** transient that we observe in the density of water vapor molecules that are present in...

...processing engineers who may find processing parameters changing during the process time, which is usually **comparable** to 4 min. (C) 1997 American Vacuum Society. [S0734-2101(97)03806-2].

20/3,K/18 (Item 3 from file: 34)  
DIALOG(R)File 34:SciSearch(R) Cited Ref Sci  
(c) 2003 Inst for Sci Info. All rts. reserv.

03672180 Genuine Article#: PW990 No. References: 19  
Title: NEW-TYPE OF NB3SN FIBER-REINFORCED SUPERCONDUCTORS FOR HIGH-FIELD  
PULSED MAGNET AND EFFECT OF THERMAL-STRESS  
Author(s): ARAI K; TATEISHI H; UMEDA M; AGATSUMA K  
Journal: ELECTRICAL ENGINEERING IN JAPAN, 1994, V114, N3 (JUN 1), P1-14  
ISSN: 0036-9691  
Language: ENGLISH Document Type: ARTICLE (Abstract Available)

...Abstract: T class pulses magnet with its size kept equal to ITER because stainless steels of **cable** -in-conduit-conductors could be reduced considerably.

This paper presents a technique of preparing FRS and **measuring** its superconducting **characteristics** including strain-Ic relation. FRS has a critical current density of 600 (A/mm2/initial niobium) at 15 T, which is almost equal to one of the **commercial** bronze-processed wires. The intrinsic strain vs. I(c) characteristics are **similar** to that of bronze-processed wire. Thermal strain on FRS also is discussed because materials...

...overcoming the degradation while maintaining very high elastic modulus of tungsten fiber for reinforcement are **shown**.

20/3,K/19 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

06133384  
Broadcasting  
INDIA: TELEVISION BROADCASTING IN INDIA  
Financial Express (XAG) 15 Mar 1995 P.36  
Language: ENGLISH

INDIA: TELEVISION BROADCASTING IN INDIA

June 23, 2003

The **television** broadcasting has been a highly profitable business across the world. At present, all the indian Radio and Doordarshan will have to provide services to the public. **Similarly** , all the private **television** companies and channels will be **subjected** to a **code** of ethics and are thus required to provide specified social **programming** for a certain amount of time slots for education on the public on the importance...

... personal hygiene, sanitation, public health, cleanliness, social and civic right and responsibilities and functional literacy. **Commercial** receipts have increased over the years and will be improved over the coming years.

PRODUCT: **Television** Broadcasting



June 23, 2003

23/3,K/1 (Item 1 from file: 8)  
DIALOG(R)File 8:EI Compendex(R)  
(c) 2003 Elsevier Eng. Info. Inc. All rts. reserv.

01808637 E.I. Monthly No: EI8510096578 E.I. Yearly No: EI85118413  
Title: **ACTIVE CARBON FROM SCRAP TYRES.**  
Author: Giavarini, Carlo  
Corporate Source: Univ of Rome, Dep of Chemical Engineering, Rome, Italy  
Source: Fuel v 64 n 9 Sep 1985 p 1331-1332  
Publication Year: 1985  
CODEN: FUELAC ISSN: 0016-2361  
Language: ENGLISH

...Abstract: at 450 and 600 DEGREE C) of scrap tires has been studied.  
The activated char **showed** good adsorbing **characteristics**, **similar** to those of typical **commercial grades**. The yield and the desired adsorbing capacity depend on the activation time. However, the ash...

23/3,K/2 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01127147 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.  
**VISION AND VISUAL DISPLAY UNITS**  
Original Title: SEHEN UND BILDSCHIRM

Author: MENOZZI, MARINO  
Degree: DR.SC.NAT.  
Year: 1990  
Corporate Source/Institution: EIDGENOSSISCHE TECHNISCHE HOCHSCHULE  
ZURICH (SWITZERLAND) (0663)  
Source: VOLUME 51/04-C OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 615. 240 PAGES  
Publisher: MARINO MENOZZI, MUHLEGASSE 4, CH-8902 URDORF, SWITZERLAND

...VDUs were investigated in order to estimate their connections to visual complaints.

In order to **assess** the optical quality of 29 **commercial** VDUs (**character** sharpness, **flicker**, glare, etc.) a photometer with properties **similar** to those of the human eye (spectral sensitivity, resolution in space and time, etc.) was...

June 23, 2003

25/3,K/1 (Item 1 from file: 8)  
DIALOG(R)File 8:EI Compendex(R)  
(c) 2003 Elsevier Eng. Info. Inc. All rts. reserv.

04190108 E.I. No: EIP95042659800  
Title: **Invariant wavelet transform-based automatic target recognition**  
Author: Sadovnik, Lev S.; Rashkovskiy, Oleg ; Tebelev, Igor  
Corporate Source: Physical Optics Corp., Torrance, CA, USA  
Conference Title: Optical Pattern Recognition VI  
Conference Location: Orlando, FL, USA Conference Date:  
19950419-19950420  
E.I. Conference No.: 22197  
Source: Proceedings of SPIE - The International Society for Optical  
Engineering v 2490 1995. Society of Photo-Optical Instrumentation  
Engineers, Bellingham, WA, USA. p 179-185  
Publication Year: 1995  
CODEN: PSISDG ISSN: 0277-786X ISBN: 0-8194-1843-9  
Language: English

Author: Sadovnik, Lev S.; Rashkovskiy, Oleg ; Tebelev, Igor

25/3,K/2 (Item 1 from file: 65)  
DIALOG(R)File 65:Inside Conferences  
(c) 2003 BLDSC all rts. reserv. All rts. reserv.

00374186 INSIDE CONFERENCE ITEM ID: CN003555240  
Scale-, rotation-, and shift-invariant wavelet transforms [2237- 45]  
Rashkovskiy, O. ; Sadovnik, L. S.; Caviris, N. P.  
CONFERENCE: Optical pattern recognition V-Conference  
PROCEEDINGS- SPIE THE INTERNATIONAL SOCIETY FOR OPTICAL ENGINEERING,  
1994; ISSUE 2237 P: 390-401  
SPIE, 1994  
ISSN: 0361-0748 ISBN: 0819415413  
LANGUAGE: English DOCUMENT TYPE: Conference Papers  
CONFERENCE EDITOR(S): Casasent, D. P.; Chao, T.-H.  
CONFERENCE SPONSOR: SPIE  
CONFERENCE LOCATION: Orlando, FL  
CONFERENCE DATE: Apr 1994 (199404) (199404)

Rashkovskiy, O. ; Sadovnik, L. S.; Caviris, N. P.

25/3,K/3 (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2003 Institution of Electrical Engineers. All rts. reserv.

5240852 INSPEC Abstract Number: A9610-4230-028, B9605-6140C-491,  
C9605-1250-220  
Title: **All-optical invariant target recognition based on  
intensity-to-phase coding**  
Author(s): Sadovnik, L.; Rizkin, A.; Rashkovskiy, O. ; Sawchuk, A.A.  
Author Affiliation: Physical Opt. Corp., Torrance, CA, USA  
Journal: Optical Engineering vol.35, no.2 p.423-8  
Publisher: SPIE,  
Publication Date: Feb. 1996 Country of Publication: USA  
CODEN: OPEGAR ISSN: 0091-3286  
SICI: 0091-3286(199602)35:2L:423:OITR;1-2  
Material Identity Number: 0036-96002  
U.S. Copyright Clearance Center Code: 0091-3286/96/\$6.00  
Language: English  
Subfile: A B C  
Copyright 1996, IEE

Author(s): Sadovnik, L.; Rizkin, A.; Rashkovskiy, O. ; Sawchuk, A.A.

June 23, 2003

File 344:Chinese Patents Abs Aug 1985-2003/Mar  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2003/Feb(Updated 030603)  
(c) 2003 JPO & JAPIO  
File 350:Derwent WPIX 1963-2003/UD,UM &UP=200339  
(c) 2003 Thomson Derwent

Set	Items	Description
S1	5	AU='RASHKOVSKIY O

June 23, 2003

1/5/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

014956969 \*\*Image available\*\*  
WPI Acc No: 2003-017483/200301  
XRPX Acc No: N03-013376

Data communication method for digital imaging system, involves  
transmitting data at reduced resolution, if data cannot be transmitted at  
requested resolution and frame rate

Patent Assignee: RASHKOVSKIY O B (RASH-I); SCHEURICH C E (SCHE-I);  
VISVANATHAN S (VISV-I)

Inventor: RASHKOVSKIY O B ; SCHEURICH C E; VISVANATHAN S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020126751	A1	20020912	US 9883601	A	19980522	200301 B

Priority Applications (No Type Date): US 9883601 A 19980522

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20020126751	A1	8	H04N-007/12	

Abstract (Basic): US 20020126751 A1

NOVELTY - A data is transmitted at reduced resolution, if the data  
cannot be transmitted at requested resolution and frame rate.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the  
following:

(1) Article comprising processor-readable storage medium string  
instructions for establishing communication between camera and  
computer; and

(2) Computer system.

USE - For communicating image data between camera and computer in  
digital imaging system.

ADVANTAGE - The requested frame rate is maintained by adjusting the  
requested resolution to ensure that the usable bandwidth is not  
exceeded.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart  
illustrating the data communication process.

pp; 8 DwgNo 3/5

Title Terms: DATA; COMMUNICATE; METHOD; DIGITAL; IMAGE; SYSTEM; TRANSMIT;  
DATA; REDUCE; RESOLUTION; DATA; TRANSMIT; REQUEST; RESOLUTION; FRAME;  
RATE

Derwent Class: T01; W02; W04

International Patent Class (Main): H04N-007/12

File Segment: EPI

1/5/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

014787420 \*\*Image available\*\*  
WPI Acc No: 2002-608126/200265  
XRPX Acc No: N02-481676

Content distribution method involves providing information about  
characteristics of receiver to remote processor-based system to select  
advertising subset from database

Patent Assignee: LOWTHERT J (LOWT-I); RASHKOVSKIY O B (RASH-I); SILETSKY A  
(SILE-I)

Inventor: LOWTHERT J; RASHKOVSKIY O B ; SILETSKY A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020095675	A1	20020718	US 2001765246	A	20010118	200265 B

June 23, 2003

Priority Applications (No Type Date): US 2001765246 A 20010118

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
US 20020095675 A1 10 H04N-007/10

Abstract (Basic): US 20020095675 A1

NOVELTY - Information about characteristics of a receiver is collected and provided to a remote processor-based system, to select an advertising subset from an advertising database. The receiver is enabled to temporarily replace the content with selected advertising information.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Article comprising a medium storing content distribution program; and

(2) Content distribution system.

USE - For distribution of advertisements along with content such as video, graphics, software, audio and games.

ADVANTAGE - Enables insertion of more effective advertisement in interruptible content.

DESCRIPTION OF DRAWING(S) - The figure shows a broadband digital distribution system.

pp; 10 DwgNo 1/4

Title Terms: CONTENT; DISTRIBUTE; METHOD; INFORMATION; CHARACTERISTIC;  
RECEIVE; REMOTE; PROCESSOR; BASED; SYSTEM; SELECT; ADVERTISE; SUBSET;  
DATABASE

Derwent Class: T01; W02; W03; W04; W05

International Patent Class (Main): H04N-007/10

International Patent Class (Additional): H04N-007/16

File Segment: EPI

1/5/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

014787419 \*\*Image available\*\*

WPI Acc No: 2002-608125/200265

XRPX Acc No: N02-481675

Distribution content interruption method in broadband digital distribution system, involves enabling credit to content providers for inserting advertisement, when content on receiver is interrupted.

Patent Assignee: LOWTHERT J E (LOWT-I); RASHKOVSKIY O B (RASH-I)

Inventor: LOWTHERT J E; RASHKOVSKIY O B

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020095674	A1	20020718	US 2001764748	A	20010118	200265 B

Priority Applications (No Type Date): US 2001764748 A 20010118

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
US 20020095674 A1 12 H04N-007/173

Abstract (Basic): US 20020095674 A1

NOVELTY - A receiver of a digital distribution system is enabled to temporarily replace the content with advertisement, when content is interrupted. The content used on the receiver and advertisement inserted by the receiver are identified, based on which credit is provided to content providers for inserted advertisement.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Computer readable medium for storing content interruption program; and

June 23, 2003

(2) Content interruption system.

USE - For interrupting content e.g. movie, graphic, software, audio and games in broadband digital distribution system for television.

ADVANTAGE - Provides cheaper or free distribution of wide variety of media, without any compensation to the content provider, based on the advertisement selected by the user.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart for software utilized on the receiver of the digital distribution system.

pp; 12 DwgNo 2/7

Title Terms: DISTRIBUTE; CONTENT; INTERRUPT; METHOD; BROADBAND; DIGITAL; DISTRIBUTE; SYSTEM; ENABLE; CREDIT; CONTENT; INSERT; ADVERTISE; CONTENT; RECEIVE; INTERRUPT

Derwent Class: T01; W02; W03; W04; W05

International Patent Class (Main): H04N-007/173

File Segment: EPI

1/5/4 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

014395568 \*\*Image available\*\*

WPI Acc No: 2002-216271/200227

XRFX Acc No: N02-165745

Video transmission-reception in television system, involves generating notification if specified event occurs during primary video transmission to enable display of portion of secondary transmission before event occurs

Patent Assignee: INTEL CORP (ITLC )

Inventor: RASHKOVSKIY O B

Number of Countries: 094 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200150739	A1	20010712	WO 2000US32888	A	20001204	200227 B
AU 200119436	A	20010716	AU 200119436	A	20001204	200227
TW 496083	A	20020721	TW 2000128143	A	20001228	200329

Priority Applications (No Type Date): US 99474216 A 19991229

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200150739 A1 E 26 H04N-005/445

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200119436 A H04N-005/445 Based on patent WO 200150739

TW 496083 A H04N-005/445

Abstract (Basic): WO 200150739 A1

NOVELTY - A processor monitors primary video transmission while a receiver (30) is tuned to receive a secondary video transmission which is a television broadcast. A notification is generated when a predetermined event occurs during primary video transmission to enable the display of a portion of secondary video transmission before occurrence of the event.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) Program product;

(b) Processor-based system

USE - For use in processor-based television system for transmission and reception of television programs. Also for use in systems transmitting over satellites, cable system, internet and other computer networks.

June 23, 2003

ADVANTAGE - Enables the users to monitor several video programs at one time which reduces time consumption and annoyance due to switching of television pictures constantly.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of processor-based television system.

Receiver (30)

pp; 26 DwgNo 1/11

Title Terms: VIDEO; TRANSMISSION; RECEPTION; TELEVISION; SYSTEM; GENERATE; NOTIFICATION; SPECIFIED; EVENT; OCCUR; PRIMARY; VIDEO; TRANSMISSION; ENABLE; DISPLAY; PORTION; SECONDARY; TRANSMISSION; EVENT; OCCUR

Derwent Class: T01; W03; W04

International Patent Class (Main): H04N-005/445

File Segment: EPI

1/5/5 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

013500069 \*\*Image available\*\*

WPI Acc No: 2000-672010/200065

XRFX Acc No: N00-498177

Operation selection device of computer with digital imaging system, determines operating frequency of processor based on which routine is selected and accordingly executed at specific frequency

Patent Assignee: INTEL CORP (ITLC )

Inventor: DURG A V; RASHKOVSKIY O B

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6122744	A	20000919	US 9882140	A	19980520	200065 B

Priority Applications (No Type Date): US 9882140 A 19980520

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6122744	A		9	G06F-001/04	

Abstract (Basic): US 6122744 A

NOVELTY - The operating frequency of a microprocessor in the computer is determined, based on which digital imaging routine is selected. The selected routine is executed to perform a desired function at specific frequency relative to remnant routines.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for routine selecting method.

USE - For computer used with digital imaging system.

ADVANTAGE - As routine is selected, the processing time and data quality are optimized.

DESCRIPTION OF DRAWING(S) - The figure shows the flow chart of routine selection process.

pp; 9 DwgNo 6/9

Title Terms: OPERATE; SELECT; DEVICE; COMPUTER; DIGITAL; IMAGE; SYSTEM; DETERMINE; OPERATE; FREQUENCY; PROCESSOR; BASED; ROUTINE; SELECT; ACCORD; EXECUTE; SPECIFIC; FREQUENCY

Derwent Class: T01

International Patent Class (Main): G06F-001/04

File Segment: EPI

June 23, 2003

File 15:ABI/Inform(R) 1971-2003/Jun 21  
(c) 2003 ProQuest Info&Learning  
File 98:General Sci Abs/Full-Text 1984-2003/May  
(c) 2003 The HW Wilson Co.  
File 674:Computer News Fulltext 1989-2003/Jun W4  
(c) 2003 IDG Communications  
File 9:Business & Industry(R) Jul/1994-2003/Jun 20  
(c) 2003 Resp. DB Svcs.  
File 370:Science 1996-1999/Jul W3  
(c) 1999 AAAS  
File 369:New Scientist 1994-2003/Jun W3  
(c) 2003 Reed Business Information Ltd.  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 636:Gale Group Newsletter DB(TM) 1987-2003/Jun 18  
(c) 2003 The Gale Group  
File 484:Periodical Abs Plustext 1986-2003/Jun W3  
(c) 2003 ProQuest  
File 647:CMP Computer Fulltext 1988-2003/Jun W1  
(c) 2003 CMP Media, LLC  
File 20:Dialog Global Reporter 1997-2003/Jun 23  
(c) 2003 The Dialog Corp.  
File 696:DIALOG Telecom. Newsletters 1995-2003/Jun 21  
(c) 2003 The Dialog Corp.  
File 634:San Jose Mercury Jun 1985-2003/Jun 20  
(c) 2003 San Jose Mercury News  
File 553:Wilson Bus. Abs. FullText 1982-2003/May  
(c) 2003 The HW Wilson Co  
File 635:Business Dateline(R) 1985-2003/Jun 21  
(c) 2003 ProQuest Info&Learning

Set	Items	Description
S1	4901641	AD OR ADS OR ADVERTISEMENT? OR BANNER? OR COMMERCIAL? OR ADVERT OR SKYSCRAPER? OR ADVERTORIAL? OR INFOMERCIAL?
S2	10378507	RATE? OR RATING OR MEASUR? OR SCORE? OR SCORING OR GRADE? - OR CODE? OR CODING OR ASSESS? OR APPRAIS? OR JUDG?
S3	5606470	CONTENT? OR CHARACTER? OR MESSAG? OR SUBJECT? OR SUBSTANC?
S4	13916647	MOVIE? OR PROGRAM? OR SHOW? OR FILM? OR FLICK? OR PIC OR PICTURE? OR CARTOON? OR SERIES
S5	5062360	SIMILAR? OR MATCH? OR CORRESPOND? OR COMPARABL?
S6	265676	SELF()REGULAT? OR ADVERTISER?
S7	1811850	BROADCAST? OR TELEWISE? OR TELECAST? OR TRANSMIT?
S8	3371694	TV OR TELEVISION OR CABLE? OR CATV?
S9	1780	S1(3N)S2(3N)S3
S10	215	S8(S)S9
S11	186	RD (unique items)
S12	0	S11 AND SPY=2001:2003
S13	186	S11 NOT S12
S14	128575	S2(3N)S3
S15	24625	S1(5N)S6
S16	14	S14(S)S15(S)S8
S17	65	S14(S)S15
S18	56	S14(S)S1(S)S4(S)S5(S)S8
S19	49	RD (unique items)
S20	48	S18 NOT S13
S21	6	S9(5N)S5(5N)S4
S22	1	S21 NOT (S20 OR S13)
S23	1	RD (unique items)
S24	0	AU=(RASHKOVSKIY, O? OR RASHKOVSKIY O?)
S25	0	RD (unique items)
S26	45	S11/TI,AB,DE
S27	14	RD S16 (unique items)
S28	44	S19 NOT (S26 OR S27)
S29	1	S23 NOT (S26 OR S27 OR S28)



June 23, 2003

26/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02026667 53778182

**Far-out tout**  
Swartz, Nikki  
Wireless Review v17n9 PP: 43-44 May 1, 2000  
ISSN: 1099-9248 JRNL CODE: WLR  
WORD COUNT: 1168

...ABSTRACT: Stewart impressionist in a take-off off It's a Wonderful Life. Effective campaigns, one TV -spot judge said, have consistent themes, grab attention and deliver a powerful message. A radio-category judge looked for ads that taught him something, entertained him and made him want to buy the product or...

26/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

02016361 52980695

**Advertiser adherence to regulatory codes in the United States and Singapore: A comparative Evaluation of Television commercials**  
Lwin, May; Lan, Luh Luh; Khoo, Adam  
Journal of Asian Business v15n4 PP: 61-79 1999  
ISSN: 1068-0055 JRNL CODE: JAS

...ABSTRACT: States. To study the effectiveness of an ASR in these 2 countries, the level of television commercials' adherence to self-regulatory codes is investigated. Content analysis was performed on over 300 commercials from the top 3 television channels in the 2 countries. Findings revealed that the commercials in the US adhered more...

26/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01537656 01-88644

**Advertising violence**  
Fitzgerald, Nora  
Adweek (Eastern Ed.) v38n46 PP: 27-28 Nov 17, 1997  
ISSN: 0199-2864 JRNL CODE: AWE  
WORD COUNT: 1236

ABSTRACT: The new TV -ratings system covers programming content only. There is no rating system for ads - and broadcast standards vary from network to network. Charles Anderson, a family practitioner in Minneapolis, parlayed his anger at violence in television ads into a one-man study that was published in the Journal of the American...

26/3,K/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01170066 98-19461

**An analysis of information content in infomercial programs**  
Elliott, Michael T; Lockard, Pamela  
Journal of Direct Marketing v10n2 PP: 44-55 Spring 1996  
ISSN: 0892-0591 JRNL CODE: JDM

ABSTRACT: Although infomercials have altered the landscape of late-night

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commercial television , there has yet to be a study of the information content of this new advertising form. Using the Resnik and Stern method, a study **assesses** the information **content** of over 200 **infomercials** aired on major broadcast and **cable** networks. The findings indicate that infomercials averaged 5.82 information cues (far more than any...

26/3,K/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00956746 96-06139

**Effectiveness of subliminal messages in television commercials: Two experiments**

Smith, Kirk H; Rogers, Martha

Journal of Applied Psychology v79n6 PP: 866-874 Dec 1994

ISSN: 0021-9010 JRNL CODE: JAP

ABSTRACT: Subjects watched **television** commercials, monitoring them for a message (the words choose this) presented at different levels of contrast with the background. Following each **commercial** , **subjects** **rated** their intention to respond positively to it. In Experiment 1, neither detected nor undetected messages...

26/3,K/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00763452 94-12844

**Cultural differences in message strategies: A comparison between American and Japanese TV commercials**

Lin, Carolyn A

Journal of Advertising Research v33n4 PP: 40-48 Jul/Aug 1993

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 4235

...ABSTRACT: content and style are primarily a product of the culture from which they were derived. **Television** commercials from 3 American and 4 Japanese **television** networks constitute the sampling universe. The first variable, information cues, reflecting the informativeness of the **advertisement** **content** , was **measured** by the presence or absence of 14 information cues. Stylistic characteristics, such as time span...

26/3,K/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00725701 93-74922

**Visual Connectedness and Persuasion**

Young, Charles E.; Robinson, Michael

Journal of Advertising Research v32n2 PP: 51-59 Mar/Apr 1992

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 3388

...ABSTRACT: A study examined the relationships between persuasiveness and how consumers process the visual content of **television** commercials. The Ameritest Picture Sort technique was used. It was shown that, while there appeared...

... of the advertisements, viewers of persuasive ads were able to process more of the visual **content** of the **commercials** . This higher rate of information processing is explained by 2 underlying causes: 1. Viewers of highly persuasive commercials...

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26/3,K/8 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00630256 92-45196

**An Examination of Free Elicitation and Response Scale Measures of Feelings and Judgments Evoked by Television Advertisements**

Boles, James; Burton, Scot

Journal of the Academy of Marketing Science v20n3 PP: 225-233 Summer 1992

ISSN: 0092-0703 JRNL CODE: AMK

ABSTRACT: Recent research has examined the role of feelings and judgments evoked by **television** advertisements through the use of large batteries of rating scales. Free elicitation of feelings and **judgments** about **ads** are compared to scale responses. **Subjects** responded to a 4-item mood scale before viewing one of the 2 test stimuli...

26/3,K/9 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00483658 90-09415

**Television Viewers' Attitudes and Recall of 15 Second Versus 30 Second Commercials**

Gould, James S.

Mid-Atlantic Journal of Business v25n6 PP: 13-19 Apr 1989

ISSN: 0732-9334 JRNL CODE: JBZ

ABSTRACT: To investigate empirically the attitudes of **television** viewers toward 15-second and 30-second commercials, 3 matched groups of viewers were shown one of 3 specially created videos of a **TV** program. Tape one contained only 30-second commercials, tape 2 contained only 15-second commercials...

... randomly to one of the 3 groups based on age, sex, videocassette recorder ownership, and **cable** subscription. Participants answered questions about the show and their recall of commercials after viewing the ...

... commercials. The number of 15-second commercials within a pod did not substantially affect recall **rates**. **Message** recall was more dependent on the **commercial** than on its position in the pod or broadcast frequency. Commercials in the first pod...

26/3,K/10 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00445023 89-16810

**The Impact of Feelings on Ad-Based Affect and Cognition**

Burke, Marian Chapman; Edell, Julie A.

Journal of Marketing Research v26n1 PP: 69-83 Feb 1989

ISSN: 0022-2437 JRNL CODE: JMR

ABSTRACT: The relationships among feelings generated by new **television advertisements** for unfamiliar products, **judgments** of the **ads** ' **characteristics** , brand attribute evaluations, attitudes toward the **ad** , and attitudes toward the brand are examined in a simultaneous equation model. Three different dimensions...

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26/3,K/11 (Item 11 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00390795 88-07628

**Recognition Versus Recall as Measures of Television Commercial Forgetting**  
Singh, Surendra N.; Rothschild, Michael L.; Churchill, Gilbert A., Jr.  
Journal of Marketing Research v25n1 PP: 72-80 Feb 1988  
ISSN: 0022-2437 JRNL CODE: JMR

...ABSTRACT: experiment on recognition as a dependent variable in the study of learning and forgetting of **television** commercials focused on forgetting curves as a function of repetition, message length, and the passage...

... as a measure of broadcast advertisements because it largely has been shunned by testers of **TV commercials** in favor of recall **measures**.

**Subjects** in the experiment were exposed to test **commercials**, and their recognition memory was tested after different delay periods. The results suggest that recognition...

26/3,K/12 (Item 12 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00385048 88-01881

**The Power of Feelings in Understanding Advertising Effects**  
Edell, Julie A.; Burke, Marian Chapman  
Journal of Consumer Research v14n3 PP: 421-433 Dec 1987  
ISSN: 0093-5301 JRNL CODE: JCR

...ABSTRACT: first involved 29 individuals who watched 10 commercials drawn from one evening's prime-time **television** viewing. After each commercial, the subjects indicated their attitude toward the ad and completed a...

... were not available in the area. This allowed measurement of the role of feelings and **judgments** of **ad characteristics** as attitudes toward the **ad** and brand were being formed. Negative and positive feelings were found to occur together, and...

... the brand's attributes, and attitude toward the brand. The relative importance of feelings and **judgments** of the **ad's characteristics** varies according to the degree to which the ad is transformational and informational. ...

26/3,K/13 (Item 13 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00326626 86-27040

**The Moderating Role of Recall, Comprehension, and Brand Differentiation on the Persuasiveness of Television Advertising**  
Stewart, David W.  
Journal of Advertising Research v26n6 PP: 43-47 Apr/May 1986  
ISSN: 0021-8499 JRNL CODE: ADR

...ABSTRACT: pre-post exposure brand choice. These measures were obtained for a set of 1,059 **television** commercials tested by ARS, a system from Research Systems Corp. (Evansville, Indiana). The commercials were...

... 80%, while key message comprehension ranged from 0% to 68%. Two-thirds of all the **commercials** scoring above average on recall and key **message**

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comprehension scored above average on persuasion. The results suggest that recall and comprehension are important...

26/3,K/14 (Item 14 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00224515 84-03076

**A Content Analysis of Animation in Television Advertising**

Bush, Alan J.; Hair, Joseph F., Jr.; Bush, Robert P.

Journal of Advertising v12n4 PP: 20-26, 41 1983

ISSN: 0091-3367 JRNL CODE: JOA

...ABSTRACT: advertisements, despite the lack of empirical research on the technique. A content analysis of current **television** advertising was conducted to explore animation in adult-oriented as well as child-oriented advertising. The analysis involved the 3 major broadcast networks and 3 **cable** networks. A panel of **judges** analyzed the **content** of 2,454 **advertisements**. The **ads** were analyzed in terms of level of animation, types of advertisements, classification of product being...

26/3,K/15 (Item 15 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00224455 84-03016

**Using Response Latency to Identify Commercials That Motivate**

MacLachlan, James; Myers, John G.

Journal of Advertising Research v23n5 PP: 51-57 Oct/Nov 1983

ISSN: 0021-8499 JRNL CODE: ADR

ABSTRACT: While **television** advertisers have found successful approaches for **measuring** how well a **commercial** communicates an advertising **message**, they have had little success in measuring the ability of a commercial to motivate consumers...

26/3,K/16 (Item 16 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00220771 83-32332

**Consumer Information Cues in Television Advertising: A Cross Country Analysis**

Renforth, William; Raveed, Sion

Journal of the Academy of Marketing Science v11n3 PP: 216-225 Summer 1983

ISSN: 0092-0703 JRNL CODE: AMK

...ABSTRACT: the differences, if any, that might exist. The number of consumer information cues found in **television** advertisements in 3 countries - Australia, Ecuador, and the US - is compared. Previous studies by Resnick...

... Stern (1977) in the US and Dowling (1980) in Australia have been replicated in Ecuador. **Content** analysis of 108 Ecuadorian **television advertisements** **assesses** the number and types of information cues in each advertisement. The results show Ecuadorian **TV** ads contain more consumer information cues than those broadcast in Australia and the US. This...

26/3,K/17 (Item 17 from file: 15)

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DIALOG(R)File 15:ABI/Inform(R)  
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00216314 83-27875

**At the Commercials**

Siskel, Gene; Ebert, Roger

Advertising Age v54n42 PP: M-4 - 5, M-46 - 48 Oct 3, 1983

ISSN: 0001-8899 JRNL CODE: ADA

ABSTRACT: Ten **television** commercials were selected at random for review:  
1. Paul Masson wines, 2. Ore-Ida french...

... straightforward, unlike the Special K commercial, which uses graphics and actresses who detract from the **message**. Both critics **rated** the Doritos and Coke **commercials** highly because they were compelling and delivered their messages strongly. They both liked the use...

26/3,K/18 (Item 18 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00198355 83-09916

**Perceived Attributes of Models in Prime-Time and Daytime Television Commercials: A Person Perception Approach**

Sharits, Dean; Lammers, H. Bruce

Journal of Marketing Research v20n1 PP: 64-73 Feb 1983

ISSN: 0022-2437 JRNL CODE: JMR

ABSTRACT: Several studies have suggested that women are negatively portrayed in **television** and print advertising, frequently being shown in sex-object roles and rarely being depicted in...

... working roles. This study was conducted to determine if portrayals of sex-role differences in **television** commercials have been reduced. Schneider's (1978) person perception approach was used in which **subjects rate** the individuals portrayed in **commercials** according to their maturity, social status, and independence. Male and female subjects viewed 128 **television** commercials which had originally aired during 1980. Commercials varied by the sex of the commercial...

26/3,K/19 (Item 19 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00187397 82-28958

**The Performance of . . . Company President Versus Spokesperson in Television Commercials**

Rubin, Vicki; Mager, Carol; Friedman, Hershey H.

Journal of Advertising Research v22n4 PP: 31-33 Aug/Sep 1982

ISSN: 0021-8499 JRNL CODE: ADR

...ABSTRACT: been a recent trend in using company presidents as endorsers of their own products in **television** advertising. The company president/endorser can be viewed as a source of communication. However, company...

... chain of furniture stores. Results indicated that the company president as endorser can help improve **subjects' rating** of a **commercial**. Since **subjects** seem to trust the company president more than a nameless spokesperson, it might be wise for firms to use the former, providing that the individual's **television** personality is good and projects a friendly and trustworthy image. ...

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26/3,K/20 (Item 20 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00111716 80-05595

**ABA Studies Easing of Lawyer Ad Code**

Alter, Jennifer

Advertising Age v31n7 PP: 2, 78 Feb 18, 1980

ISSN: 0001-8899 JRNL CODE: ADA

...ABSTRACT: adopted by state supreme courts as rules for governing the conduct of lawyers. The existing **code** restricts **content** of **ads** to: 1. name, 2. address, 3. telephone number, 4. fields of expertise, and 5. fee schedule. Advertising is essentially restricted to print, radio, and **television** media. The new code permits more creative content and also appears to permit use of...

... the lawyer and the availability of legal services especially the low- and middle-income public. **TV** ads are currently barred by 21 state bar associations. The new code appears to permit...

26/3,K/21 (Item 21 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00061052 77-13447

**MEDIA COSTS WILL RISE 11.1 PERCENT IN 1978**

MEDIA DECISIONS V12 N8 PP: 57-59, 102 AUGUST 1977

ISSN: 0025-6900 JRNL CODE: MED

...ABSTRACT: CONDUCTED THE SEVENTH ANNUAL MEDIA COST SURVEY AMONG 50 TOP AGENCY MEDIA COST EXPERTS. AS **TV** GOES, SO GOES THE MEDIA PRICING PICTURE. STARTING WITH THE SPRING NEGOTIATIONS OF THE NETWORK **TV** BUYERS AND SELLERS, THE OPPORTUNITY FOR RATE HIKEs IN THE YEAR AHEAD FOR OTHER MEDIA BECOMES APPARENT. CONSUMER MAGAZINES HAVE BEEN EXHIBITING GREAT STRENGTH IN CIRCULATION, **AD** PAGES, **RATES** AND DOLLAR VOLUME. THEY ARE **SUBJECT** TO INFLATIONARY PRESSURES FROM RISING COSTS OF THEIR OWN IN PEOPLE, PAPER, PRINTING AND POSTAGE...

26/3,K/22 (Item 22 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00050507 77-02827

**A WAY TO DESCRIBE TV COMMERCIALS**

MCEWEN, WILLIAM J.; LEAVITT, C.

JOURNAL OF ADVERTISING RESEARCH V16 N6 PP: 35-39 DEC. 1976

ISSN: 0021-8499 JRNL CODE: ADR

ABSTRACT: **TELEVISION** RESEARCH HAS ALWAYS NEEDED A TOOL TO DEFINE COMMERCIAL CONTENT. PRESENT TECHNIQUES FOR OBTAINING DATA...

...MANNER AND TO EXAMINE THEIR IMPACT. A RECENT STUDY GATHERED 293 SPECIFIC ITEMS UNDERLYING EFFECTIVE **COMMERCIAL** **MESSAGES**. FIVE PROFESSIONAL INTERVIEWERS **JUDGED** 100 **ADS** ACCORDING TO THESE CRITERIA. SOME OF THE RESULTS WERE - 1. COMMERCIALS ARE CATEGORIZED BY VIEWERS...

26/3,K/23 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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3267745 Supplier Number: 03267745 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Judge Pulls Plug on Southwestern Bell Ad Campaign**  
(Charter Communications' suit claims that ads are misleading)  
St Louis Post-Dispatch , p N/A  
October 17, 2001  
DOCUMENT TYPE: Regional Newspaper (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 469

TEXT:  
By Tim Bryant

Though "very funny" and memorable, Southwestern Bell commercials contend falsely that **cable** -modem, high-speed Internet connections bog down at peak usage times, a federal **judge** ruled Tuesday, saying the **ads** must be withdrawn.

"The central **message** of the **ad** campaign is simply not true," U.S. District Judge Catherine Perry said.

The issue centers...

26/3,K/24 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

3048457 Supplier Number: 03048457 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Changing the Channel**  
(Toyota will use its TV Guy spokescharacter in a few more television commercials, including one in which he meets other Toyota spokespeople in heaven; after that, new ads will feature actor Robert Wuhl trying to find a new spokesperson)  
AdWeek Midwest, v XLIII, n 6, p 30  
February 05, 2001  
DOCUMENT TYPE: Journal ISSN: 0276-6612 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 174

TEXT:  
...New York Toyota Dealer Association's icon, he's not quite gone for good.

The **TV** Guy--known for such wise cracks as "It's a government thing" during legal disclosures--will appear in a few more **commercials** .

"The **TV** Guy campaign **scored** in **message** retention and unaided awareness like nothing I've ever seen," says Jay Montgomery, creative director...

26/3,K/25 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2250663 Supplier Number: 02250663  
**Advertising: Using elements of fashion and hints of humor, two Cognac campaigns aim for younger drinkers**  
(New marketing campaigns for the Cognac brands Hennessy and Remy Martin are aimed at younger consumers)  
New York Times , v CXLVIII, n 51,295, p C6  
September 29, 1998  
DOCUMENT TYPE: National Newspaper ISSN: 0362-4331 (United States)  
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:



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...their 20s and 30s, over which are superimposed various graphs and charts. Some of the **ads rate** men and women according to **characteristics** such as "procrastinator" and "flirt." Others list incidents that influence a person's personality. The...

...commercials, posters, direct marketing and various promotions. Peck says the budget totals nearly \$20 mil. **TV** ads are also being shown in foreign countries. According to Peck, the idea behind the...

26/3,K/26 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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1930015 Supplier Number: 01930015  
**HHCL takes Martini V2 to Barcelona for debut TV work**  
**(Bacardi Martini launches new V2 drink backed up GBP1.5 mil, 6-week TV ad campaign)**  
Campaign, p 6  
September 05, 1997  
DOCUMENT TYPE: Journal ISSN: 0008-2309 (United Kingdom)  
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:  
HHCL & Partners is planning to launch a GBP1.5 mil, six-week **TV** ad campaign for Bacardi Martini's new V2 drink. The campaign features two 20- and...

...in an effort to take attention away from the bottle and draw it to the **contents**. One **ad** reads 'Books should not be **judged** by their covers'. Both adverts show a stylish man at several landmarks across Barcelona, Spain. The campaign launches on 05 September 1997 on satellite **TV**, Channel 4 and Channel 5. Media was bought and planned by Universal McCann.

26/3,K/27 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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27283582 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**CBS News Taps Innovative KN Measurement to Track Public Reaction to 2003 State of the Union Speech**  
PR NEWSWIRE (US)  
January 29, 2003  
JOURNAL CODE: WPRU LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 449

... KN system is especially valuable for assessing multimedia content, from commercials to product concepts to **television** broadcasts.

26/3,K/28 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

25489169  
**Excessive charges hinder SMS services**  
**Reliability and spamming concerns also hold back commercial SMS use**  
NEWSWIRE (VNU)  
October 15, 2002  
JOURNAL CODE: WNEW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 411

...blank>GMTV</a>, toldvnunet.com that the **television** company's

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strategy was to move increasingly towards SMS as a replacement for paper-based...

...figures. It's good brand enhancement and I have more belief in this than interactive TV."

26/3,K/29 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

20965890

**Amnet gets message across**

Ruth Williams

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (WEST AUSTRALIAN) , p29

January 29, 2002

JOURNAL CODE: WTWA LANGUAGE: English RECORD TYPE: ABSTRACT

WORD COUNT: 145

... the message, compared with about two per cent when they watch a soccer game on television .

26/3,K/30 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

19851115

**TV ADVERTISING. THROUGH A GLASS DARKLY**

Tony Koenderman

FINANCIAL MAIL, p118

November 16, 2001

JOURNAL CODE: WFML LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 159

Judging by the characters portrayed in TV commercials , you wouldn't think this is a country with a black majority population. If advertising...

...political and news coverage in the media, did a dipstick survey covering one week of television advertising, and found that the overwhelming majority of main protagonists and voice-overs were white...

26/3,K/31 (Item 5 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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19347149 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Judge Pulls Plug on Southwestern Bell Ad Campaign**

Tim Bryant

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS ( ST. LOUIS POST-DISPATCH - MISSOURI)

October 17, 2001

JOURNAL CODE: KSLP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 482

... that cable-modem, high-speed Internet connections bog down at peak usage times, a federal judge ruled Tuesday, saying the ads must be withdrawn.

"The central message of the ad campaign is simply not true," U.S. District Judge Catherine Perry said.

26/3,K/32 (Item 6 from file: 20)

June 23, 2003

DIALOG(R)File 20:Dialog Global Reporter  
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18819271 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**OPENTV: OpenTV delivers Chat and SMS services over interactive TV; OpenTV communications applications allow operators to launch revenue generating chat and mobile services**

M2 PRESSWIRE

September 14, 2001

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 823

... operators can use the application to create additional revenue streams by charging for each SMS message sent at premium call rates and through banner advertising.

26/3,K/33 (Item 7 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

13632141 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Hindu-Editorial: Opening the doors to DTH**

HINDU

November 04, 2000

JOURNAL CODE: FHIN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 657

...set up on Indian soil to ensure that uplinking is from India and so under content regulation. The domestic advertisement and programming code will apply to DTH as well. It cannot carry channels prohibited by the Information Ministry...

26/3,K/34 (Item 8 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

13082218 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Indian Daily Opposes Draconian Measures Against Cable TV Operators**

Editorial: "Accountability Must"

WORLD NEWS CONNECTION

September 28, 2000

JOURNAL CODE: WWNC LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 456

...to satellite television homes, maintains that the amendments to the Cable TV Act on the advertisement and programme codes to ban "pornographic" content, liquor and tobacco advertisements are "lopsided" and would hit the operators hard but not regulate the satellite channels beaming...

... Government is not coming out with a regulatory authority for broadcasters and is instead targeting cable operators. On the face of it, one cannot overlook the apprehensions of the cable operators on some of the measures stipulated in the new Act. The Act modifies the...

...It seeks to empower the authorised officers to seize the equipment being used by the cable operators for operating the cable network in contravention of the provisions of the Act.

While there may be a case...

26/3,K/35 (Item 9 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

June 23, 2003

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05123031 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**INDIA: NEW UPLINKING POLICY IN EFFECT**

INTERNATIONAL MARKET INSIGHT REPORTS

April 27, 1999

JOURNAL CODE: FIMI LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 789

... FREE-TO-AIR ONES. ALL CHANNELS, INDIAN AND FOREIGN, WHETHER ENCRYPTED OR NOT, WILL BE **SUBJECT** TO THE COMMON **ADVERTISEMENT** AND PROGRAM **CODE** . PER THE PROGRAMMING CODE, CHANNELS CANNOT CARRY PROGRAMS THAT OFFEND MORALITY, ATTACK SPECIFIC RELIGIONS OR...

26/3,K/36 (Item 10 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

02569665 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**MARK SIX CAN ADVERTISE ON TELEVISION**

SOUTH CHINA MORNING POST, p1

July 31, 1998

JOURNAL CODE: FSCP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 101

... television under proposals adopted yesterday - but only the Mark Six qualifies. The Broadcasting Authority's **Codes** of Practice Committee approved the **ads** , **subject** to a list of eight conditions.

Among the conditions are that the adverts must "not..."

26/3,K/37 (Item 11 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

01874729 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**INDIA: Broadcast minister on satellite uplink proposals, advert bans**

**Excerpts from report by the Indian news agency PTI**

BBC MONITORING SERVICE

June 09, 1998

JOURNAL CODE: WBMS LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 116

... of the proposed broadcast bill to regulate foreign TV channels, especially in respect of programme **content** and **advertisement code** , Information and Broadcasting Minister Sushma Swaraj said.

26/3,K/38 (Item 12 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

01499674

**Children's TV sells poor diet**

Amanda Phelan

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (SYDNEY MORNING HERALD) , p3

December 27, 1997

JOURNAL CODE: WSMH LANGUAGE: English RECORD TYPE: ABSTRACT

WORD COUNT: 96

... foods and that Australia (according to a 1996 survey of 13 countries) has the highest **rate** of food **content** in children's **TV advertisements** . The authors want public debate and new laws regulating **TV advertising**

June 23, 2003

26/3,K/39 (Item 1 from file: 553)  
DIALOG(R)File 553:Wilson Bus. Abs. FullText  
(c) 2003 The HW Wilson Co. All rts. reserv.

04901378 H.W. WILSON RECORD NUMBER: BWBA02151378  
**1-800-Flowers.com.**  
Mediaweek v. 12 no40 (Nov. 4 2002) p. IQ2-IQ3  
LANGUAGE: English

...ABSTRACT: Web sites and keep them returning. For Mothers Day 2002, 1-800-Flowers created customized **TV** adverts for the Los Angeles market. Ad agency Wunderman targeted neighborhoods based on zip **codes** and made realtime changes to **ad messages** as inventory levels were altered. Half of all 1-800-Flowers transactions are conducted online...

26/3,K/40 (Item 2 from file: 553)  
DIALOG(R)File 553:Wilson Bus. Abs. FullText.  
(c) 2003 The HW Wilson Co. All rts. reserv.

04551266 H.W. WILSON RECORD NUMBER: BWBA01051266 (USE FORMAT 7 FOR FULLTEXT)  
**High costs discourage ads in Egypt.**  
Postlewaite, Susan  
Ad Age Global v. 1 no10 (June 2001) p. 28  
LANGUAGE: English  
WORD COUNT: 656

ABSTRACT: Marketers and ad agencies in Egypt are examining what can be done about lowering media **rates** in the country, where media billings are **subject** to a 36 percent tax and **ad rates** on state **TV** have jumped 75 percent in three years. Further, multinationals that are eager to enter the ...

26/3,K/41 (Item 3 from file: 553)  
DIALOG(R)File 553:Wilson Bus. Abs. FullText  
(c) 2003 The HW Wilson Co. All rts. reserv.

04305511 H.W. WILSON RECORD NUMBER: BWBA00055511  
**Malaysia has informally eased restrictions on ad content.**  
Prystay, Chris  
Asian Wall Street Journal Weekly v. 22 no25 (June 19-25 2000) p. 10  
LANGUAGE: English

...ABSTRACT: Asia's most tightly controlled advertising markets, appears to have informally eased its restrictions on **ad content**. In Malaysia, **ad** makers are governed by a **code** that states that ads cannot conflict with so-called Malaysian values or promote a Western lifestyle. Furthermore, a "made-in-Malaysia law" bans foreign talent from making, or appearing in, **TV** ads, and mandates that at least 70 percent of any ad be shot in Malaysia...

...a case-by-case basis. There are also indications of an informal loosening up in **TV** advertising, the principal focus of the country's Malaysia-first laws. In the last 12...

26/3,K/42 (Item 4 from file: 553)  
DIALOG(R)File 553:Wilson Bus. Abs. FullText  
(c) 2003 The HW Wilson Co. All rts. reserv.

02826784 H.W. WILSON RECORD NUMBER: BWBA94076784

June 23, 2003

**Ethical judgments of political television commercials as predictors of attitude toward the ad.**

Tinkham, Spencer F

Weaver-Lariscy, Ruth Ann

Journal of Advertising (J Advert) v. 23 (Sept. '94 ) p. 43-57

LANGUAGE: English

...ABSTRACT: ethics in advertising. A study identifies ethics as a salient attribute affecting judgments about political **television** commercials. Evaluations of 10 political commercials by 201 undergraduates were analyzed by principal component factor...

...as "ethical" displaying extreme, positive polarity. While ethics seems to be a determinant of global ad evaluations, other determinants include attributes that **subjects judge** as "nonsalient": perceptions of negativity and feelings that an ad is enjoyable, persuasive, warm, exciting ...

26/3,K/43 (Item 5 from file: 553)

DIALOG(R)File 553:Wilson Bus. Abs. FullText

(c) 2003 The HW Wilson Co. All rts. reserv.

02523187 H.W. WILSON RECORD NUMBER: BWBA93023187

**Colgate ad for Stand-Up is a standout.**

AUGMENTED TITLE: toothpaste TV spot

Advertising Age (Advert Age) v. 64 (Mar. 22 '93 ) p. 41

LANGUAGE: English

...ABSTRACT: ARS Persuasion study. The study involved 460 women in four markets who were asked to **assess** the memorability of the **message** and the **commercial**'s ability to generate trial. The 30-second **TV** spot earned a +10.7 persuasion level, significantly higher than the +6 level expected for...

...of convenience, and roughly 35 percent recalled the ad. The commercial broke on network and **cable TV** in early November 1992

26/3,K/44 (Item 6 from file: 553)

DIALOG(R)File 553:Wilson Bus. Abs. FullText

(c) 2003 The HW Wilson Co. All rts. reserv.

02286985 H.W. WILSON RECORD NUMBER: BWBA92036985

**Observations: what drives commercial liking? An exploration of entertainment vs. communication.**

Greene, William F

Journal of Advertising Research (J Advert Res) v. 32 (Mar.-Apr. '92) 'p. 65-8

LANGUAGE: English

ABSTRACT: The **subject** of "likability" as an evaluative **measurement** of **commercials**, as emphasized by the recent Advertising Research Foundation Copy Research Validation project, is examined. A new **television** copy-testing approach called InTeleTest, in which participants view unreleased test commercials on VCR cassettes...

26/3,K/45 (Item 7 from file: 553)

DIALOG(R)File 553:Wilson Bus. Abs. FullText

(c) 2003 The HW Wilson Co. All rts. reserv.

02066830 H.W. WILSON RECORD NUMBER: BWBA91066830

**Television commercial evaluation in the context of program induced mood: congruency versus consistency effects.**

June 23, 2003

Kamins, Michael A

Marks, Lawrence J; Skinner, Deborah

Journal of Advertising (J Advert) v. 20 (June '91) p. 1-14

LANGUAGE: English

ABSTRACT: A study, employing 124 subjects, examined the effects of the mood or cognitions induced by **television program content** on individuals' **assessments of commercials**. In doing so, the study investigated 2 models: the mood congruence model, which predicts that...

June 23, 2003

27/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

02016361 52980695

**Advertiser adherence to regulatory codes in the United States and Singapore: A comparative Evaluation of Television commercials**

Lwin, May; Lan, Luh Luh; Khoo, Adam

Journal of Asian Business v15n4 PP: 61-79 1999

ISSN: 1068-0055 JRNL CODE: JAS

...ABSTRACT: States. To study the effectiveness of an ASR in these 2 countries, the level of **television commercials** 'adherence to **self-regulatory codes** is investigated. Content analysis was performed on over 300 commercials from the top 3 **television** channels in the 2 countries. Findings revealed that the commercials in the US adhered more...

27/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01685012 03-36002

**Trouble brews for booze**

Mundy, Alicia

Mediaweek v8n31 PP: 8 Aug 10, 1998

ISSN: 1055-176X JRNL CODE: MEW

WORD COUNT: 472

...TEXT: over the next five years.

The survey requests information on each company's compliance with **self-regulatory code** provisions on **ad content** and placement and efforts to restrict those under the legal drinking age (21) from viewing...

...companies' Web sites. The FTC also wants to know about product placement in movies and **TV** shows, and what the industry is doing to limit such placements to movies directed at...

27/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01408274 00059261

**Commercial appeal?**

Katz, Richard

Mediaweek v7n14 PP: 34-36 Apr 7, 1997

ISSN: 1055-176X JRNL CODE: MEW

WORD COUNT: 626

...TEXT: specifically appeal to wealthier viewers.

Other potential advantages of digital, says Chuck Sherman, senior vp/**television** for the National Association of Broadcasters, will stem from stations' ability to use their new...

... to create additional compressed channels. In addition to increasing the amount of a station's **ad** inventory, the compressed channels allow **advertisers** to target their **messages** **messages** by **ZIP code**. Sherman adds that broadcasters can also use some of the new spectrum to transmit additional...

27/3,K/4 (Item 4 from file: 15)



June 23, 2003

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00224515 84-03076

**A Content Analysis of Animation in Television Advertising**

Bush, Alan J.; Hair, Joseph F., Jr.; Bush, Robert P.

Journal of Advertising v12n4 PP: 20-26, 41 1983

ISSN: 0091-3367 JRNL CODE: JOA

...ABSTRACT: advertisements, despite the lack of empirical research on the technique. A content analysis of current **television** advertising was conducted to explore animation in adult-oriented as well as child-oriented advertising. The analysis involved the 3 major broadcast networks and 3 **cable** networks. A panel of **judges** analyzed the **content** of 2,454 advertisements. The ads were analyzed in terms of level of animation, types

... ads presented throughout the day. However, the networks displayed less similarity with the partially animated **ads**. The findings suggest that **advertisers** are using animation in their **ads** based on the level of perceived risk associated with the advertised product. As risk increases

27/3,K/5 (Item 1 from file: 674)  
DIALOG(R)File 674:Computer News Fulltext  
(c) 2003 IDG Communications. All rts. reserv.

104314

**No stopping naughty technology**

Byline: mark gibbs

Journal: Network World Page Number: 70

Publication Date: December 09, 2002

Word Count: 585 Line Count: 52

Text:

... could be considered to be responsible for what users did. But now, to have a **judge** **characterize** them as causing "irreparable harm" is ridiculous! Lest we lose sight of reality here, let...

... equated ad skipping with theft because the understanding they have with advertisers is you, the **TV** viewer, will see the ads. They also apparently think this understanding extends to consumers, so...

... A recent Forrester survey found that "76% of marketing executives from the Association of National **Advertisers** say they will reduce **TV** ad outlays when the penetration rate of DVRs hits 30 million U.S. homes (it's

27/3,K/6 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

3522111 Supplier Number: 03522111 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Nielsen Wades into Digital Media Chaos**

(Nielsen Media Research)

Online Reporter, n 309, p N/A

August 12, 2002

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 940

(USE FORMAT 7 OR 9 FOR FULLTEXT)

June 23, 2003

TEXT:

...will see a message on the main Tivo interface screen advertising the Showcase promotion.

Showcase **advertisers** can run their **ads** during normal hours, with special control codes inserted between the video frames. If a Tivo user is watching the ad, the device will detect the control **codes** and display a **message** on the **TV** screen telling him there's more information available about the advertised product in the Showcase...

27/3,K/7 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

3498854 Supplier Number: 03498854 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Record Label Signs Tivo Deal for Promotion Potential**  
(Interscope Geffen and Tivo are developing "advertainment" campaign that will send video clips featuring Geffen artists to Tivo subscribers)  
Online Reporter, n 305, p N/A  
July 15, 2002  
DOCUMENT TYPE: Newsletter (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 314

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...will see a message on the main Tivo interface screen advertising the Showcase promo.

Showcase **advertisers** can run their **ads** during normal hours, with special control codes inserted between the video frames. If a Tivo user is watching the ad, the device will detect the control **codes** and display a **message** on the **TV** screen telling the viewer that there's more information available about the advertised product in...

27/3,K/8 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

3407709 Supplier Number: 03407709 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**DVRs Could Devour Infomercial Slots**  
(digital video recorders)  
Online Reporter, n 290, p N/A  
March 25, 2002  
DOCUMENT TYPE: Newsletter (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 601

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...will see a message on the main Tivo interface screen advertising the Showcase promotion.

Showcase **advertisers** can run their **ads** during normal hours, with special control codes inserted between the video frames. If a Tivo user is watching the ad, the device will detect the control **codes** and display a **message** on the **TV** screen telling the viewer that there's more information available about the advertised product in...

27/3,K/9 (Item 1 from file: 484)

June 23, 2003

DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

03176668 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The rating game**

DiConsiglio, John

Scholastic Update (Teacher's Edition) (GSUP), v129 n10, p14-15, p.2  
Feb 21, 1997

ISSN: 0745-7065 JOURNAL CODE: GSUP

DOCUMENT TYPE: Feature

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1034

TEXT:

... believed that violence and sex on television had gotten out of hand.

The controversy over **rating** the **content** of **TV** programs had been percolating for years. Movies have been rated since 1966. But the **television** networks had long resisted rating their shows. The logistics of rating 1,600 hours of network programming a day were impossible, they said. The networks also worried that **advertisers** would be hesitant to buy **commercial** time on shows designated for "adults."

But when controversial shows like ABC's NYPD Blue...

27/3,K/10 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

25968217 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Unsentimental education**

MARKETING WEEK

November 07, 2002

JOURNAL CODE: FMWK LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1342

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... that children are encouraged to develop specific skills, such as an awareness and ability to **assess** the commercial **messages** within programmes and develop a critical approach to advertising. The Government believes that media literacy...

27/3,K/11 (Item 1 from file: 696)

DIALOG(R)File 696:DIALOG Telecom. Newsletters  
(c) 2003 The Dialog Corp. All rts. reserv.

00726189

**Interactivity Steals the Show; Cable Looks to the Internet**

DTV Business

May 15, 2000 VOL: 13 ISSUE: 10 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: PHILLIPS BUSINESS INFORMATION

LANGUAGE: ENGLISH

WORD COUNT: 772

RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

TEXT:

...000 sq. ft. was invaded by a host of new vendors selling interactive platforms for **cable** head ends. Interactive **television** and platforms that bring the Internet to **TV** viewers were the main buzz on the show floor with companies like Liberate Technologies, ICTV, OpenTV, Canal+, MoreCom

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and WorldGate battling it out for market share, against Microsoft TV and WebTV.

Growing hand in hand with interactivity is the explosion of Video-On-Demand...

...the U.S., Video-On-Demand (VOD) has traditionally been the first expression of interactive **television**," said Arthur Orduna, Canal+ U.S. Technologies' VP of marketing. Canal+ U.S. Technologies was...

...accommodate up to 20,000 streams.

The company also inked a deal with Time Warner **Cable** to incorporate Video-On-Demand into Time Warner's Pegasus interactive platform. Intertainer was demonstrating its new Video-On-Demand service that includes an archive of **television** shows available for \$1 each. Customers can then watch the program an unlimited number of...

...from simple e-mail response systems to fully integrated bi-directional web access on the **TV** with hyperlinks embedded in the video stream.

And while many of the interactive platforms required...

...the need for an external set-top box.

But while the tools for ATVEF (Advanced **Television** Enhancement Forum) are entering a more mature phase, many in the production community have yet...

...is in the commercial production industry. Enhancements allowing customers to order a brochure during a **commercial** give an **advertiser** invaluable marketing opportunities. And with other companies like Megabyte Networks and FutureTV developing systems that...consisting of client server hardware and software to enable web browsing and e-commerce over **cable** or satellite.

WorldGate was demonstrating its patented Channel Hyperlinking technology - a two-way platform that...

...or a program to a related web site.

RespondTV was showing its platform for enhanced **television**, which allows customers with WebTV, Liberate or other enhanced **TV** set top boxes to e-mail

requests directly to **advertisers** during the course of a **commercial**. The company

recently demonstrated its system on UPN's San Francisco affiliate KBHK- **TV** in an

ad campaign for Domino's Pizza.

ICTV demonstrated its Digital Lite platform - a low-cost alternative for smaller **cable** operators to enter the interactive arena. The system works with

any enhanced set-top box...

...walled

content" and operator-generated HTML content. The company also launched WebCaster which transcodes HTML **content** into low bit **rate** MPEG streams for

deliver to digital set-top boxes.

...

27/3,K/12 (Item 2 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
(c) 2003 The Dialog Corp. All rts. reserv.

00720985

June 23, 2003

**FCC, AT&T SQUABBLE**

TELEVISION DIGEST

April 10, 2000 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 3966

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...from brewing battle with  
FCC over customer counts for Time Warner Entertainment and Time  
Warner **Cable**. AT&T, which would inherit MediaOne Group's 25%  
stake in Time Warner Entertainment if...

...Company moved quickly  
to supply requested information, following publicity about chiding  
letter sent by FCC **Cable** Services Bureau Chief Deborah Lathen  
April 5.

FCC-AT&T dispute involves agency's quest for precise number  
of **cable** subscribers that could be attributable to AT&T because of  
its proposed stake in Time...

...revised govt. rules, which are not being enforced because  
of pending judicial review, bar any **cable** operator from  
controlling more than 30% of all multichannel video subscribers.  
AT&T, which estimates...

...AT&T customers  
would be even higher if, as FCC argues, all of Time Warner **cable**  
systems were included because they're managed by Time Warner  
Entertainment venture.

AT&T contends most Time Warner Entertainment subscribers, and  
all other Time Warner **cable** customers, shouldn't be attributable  
to it. It also is seeking 18-month waiver from...

...will continue to work expeditiously on the review."

FCC is proposing to extend Children's **TV** Programming Report  
requirement indefinitely, and possibly even to mandate that  
reports be sent to Commission...hand makes it easier for public to access  
information, allowing  
it to influence children's **TV** decisions. Reports identify  
educational and informational programs aired, when they were  
scheduled and how often...

...12,  
replies July 12.

Rejecting efforts by electric utilities to charge higher  
leasing fees to **cable** operators and telecom carriers, FCC last  
week approved updated pole attachment rules and policies that...

...and N.C. Utilities Commission Chair Jo  
Anne Sanford host midwestern regional field hearing on "**Cable** and  
...Enterprise Institute in Washington, 1:30 p.m., April 28.

Administration is "firmly behind" public **TV**'s \$110 million  
funding request for PTFP, NTIA Dir. Greg Rohde told industry  
meeting in...

...As 2003 deadline approaches for PTV to  
convert to digital, he said, applications for Public **TV** Facilities  
Program (PTFP) already have doubled, with \$233 million in funding

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requests received so far...

...10 million lost  
when last year's reauthorization failed in supplemental  
appropriation bill.

Hearst-Argyle **TV** signed retransmission agreements with Cox  
and Charter that had been pending renewal since Dec. 31.  
Spokesman said terms and components of agreement weren't being  
released at request of **cable** companies. Hearst-Argyle, which owns  
some ABC affiliates, is negotiating retransmission deals with Time  
Warner, Comcast, **CableOne**. Broadcaster gave TW another 30-day  
retransmission extension until May 2. Negotiations with TW were...

...said. ABC Disney spokeswoman said  
"conversations with Time Warner" on retransmission renewal were  
"ongoing."

Broadcast **TV** efforts to educate parents about V-chip  
availability have been "plainly insufficient," FCC Comr. Tristani...  
...asking them to "recommit"  
themselves to V-chip, which now is standard in all new **TV** sets 13"  
or larger. In letters that in most cases began, "This is a call...it owns  
Fox. He said it uses variety  
of delivery platforms around world, including broadcast, **cable**,  
DBS: "We would be interested in having a U.S. satellite piece,  
but we're...interviews with top company  
executives as well as promotional video clips of Time Warner  
movies, **TV** shows, music performers. Time Warner also released  
print version of annual report, with 7 different...

...69 spectrum in  
upcoming June 7 FCC auction should consider whether possible  
interference from neighboring **TV** channels may make spectrum too  
"noisy" for mobile communications, Andrew Seybold said in monthly  
newsletter...

...100  
persons, representing broadcasters and consumer electronics and  
semiconductor companies, attended March 31 meeting.

CBS **TV**, in conjunction with Web site iWon.com (in which  
network has \$30 million investment) plans...commercials  
directed toward children. CBS says program, iWon.com Annual \$10  
Million Giveaway, is entertainment.

**TV** networks indicated they might not vigorously oppose free  
air time for political candidates -- but only...

...reform. In response to questions  
at Schroder/Variety conference in N.Y. last week, CBS **TV** CEO  
Leslie Moonves said he was "not totally adverse to" free time,  
"but I'm..."

...lone ranger." He was co-chmn. of  
Gore Commission that recommended in Dec. 1998 that **TV** stations  
provide free time (TVD Dec 21/98 p1). News Corp. COO Peter  
Chernin said it was "laughable" to think **TV** is core of political  
fund-raising problem, but conceded **TV** could be part of overall  
reform. NBC Pres. Robert Wright also noted that free time...

...may be more important to many voters. He said free time for all  
could "swamp" **TV** stations in market such as N.Y.C.  
NBC isn't anticipating any "transforming transaction...and the fraud  
artists but at the same time you want to protect

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privacy."

Internet **Content Rating** Assn. (ICRA) appointed 13 board members and opened European office in Brighton, England, beginning its...

...predecessor's RSACi system that already is embedded in most current Netscape and Microsoft browsers.

**TV** Bureau of Advertising (TvB) said average American household viewed **TV** 7 hours, 26 min. per day in 1999 -- "the most of any year in the..."

...suggests, contrary to popular opinion, that the Internet is having little negative effect on American **TV** viewing patterns," TvB Vp-R&D Harold Simpson said. "In fact, the 2 media may..."

...In 10K filing at SEC, E.W. Scripps Co. said it expects its compensation from **TV** networks to drop to total of \$10 million for 2000 and 2001 combined from \$13...

...should be a little bit afraid" of trend toward reality-based and game shows, CBS **TV** CEO Leslie Moonves said. He said such programs such as Millionaire, upcoming Survivor and Big...

...of 8-10 hours per week fewer scripted sitcoms and dramas produced by Hollywood for **TV**. Change is necessary because of networks' financial pressures and strong audiences, Moonves said, but it...have less value for reruns.

MTV's' Box Music Network intends to introduce its new **TV** -Web convergence service, Box Fusion, on **cable** systems in at least 10 major markets this week in conjunction with ACTV. Designed for **cable** customers simultaneously using TVs and PCs, Box Fusion will match music videos on **TV** network with specially synchronized Web content on computer, including artist biographies, liner notes, song credits...

...C., Philadelphia, San Francisco.

Sun Microsystems and iMagicTV signed tentative agreement to deliver digital, interactive **TV** services over asymmetric digital subscriber line (ADSL) and very high bit-rate digital subscriber lines...

...Sun and iMagicTV will engage in joint marketing, promotion, sales and product development of digital **TV** services. Partners said they aim to help phone companies offer video services along with voice...

...on their high-speed broadband lines in competition with similar service bundles being developed by **cable** operators.

DirecTV said it added record 160,000 net customers in March, for 33% increase...

...agreement to test datacasting technology and services developed by WaveXpress, terms not disclosed.

Time Warner **Cable** 's N.Y.C. system introduced interactive **TV** advertising, using enhanced technology from Wink Communications.

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Free service allows **cable** subscribers to respond to commercials and place orders with their remote controls. Wink said it...

...Network began its first major consumer marketing campaign April 5, relying mainly on broadcast and **cable** TV commercials and outdoor signs. **Cable** network, unit of Sony Pictures Entertainment, is running commercials on at least 8 other **cable** channels, as well as spot broadcast, syndicated programs and **cable** interconnects in selected markets. Start of campaign came week before network makes its first upfront presentation to major **advertisers** and **ad** agencies in N.Y.

...from brewing battle with FCC over customer counts for Time Warner Entertainment and Time Warner **Cable**. AT&T, which would inherit MediaOne Group's 25% stake in Time Warner Entertainment if...

...Company moved quickly to supply requested information, following publicity about chiding letter sent by FCC **Cable** Services Bureau Chief Deborah Lathen April 5.

FCC-AT&T dispute involves agency's quest for precise number of **cable** subscribers that could be attributable to AT&T because of its proposed stake in Time...

...revised govt. rules, which are not being enforced because of pending judicial review, bar any **cable** operator from controlling more than 30% of all multichannel video subscribers. AT&T, which estimates...

...AT&T customers would be even higher if, as FCC argues, all of Time Warner **cable** systems were included because they're managed by Time Warner Entertainment venture.

AT&T contends most Time Warner Entertainment subscribers, and all other Time Warner **cable** customers, shouldn't be attributable to it. It also is seeking 18-month waiver from...

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FCC is proposing to extend Children's TV Programming Report requirement indefinitely, and ...hand makes it easier for public to access information, allowing it to influence children's TV decisions. Reports identify educational and informational programs aired, when they were scheduled and how often...

...12,  
replies July 12.

Rejecting efforts by electric utilities to charge higher leasing fees to **cable** operators and telecom carriers, FCC last week approved updated pole attachment rules and policies that...and N.C. Utilities Commission Chair Jo Anne Sanford host midwestern regional field hearing on " **Cable** and Fixed Wireless Deployment and Deployment in Rural Areas," S. Sioux City, Neb., time and...

...Enterprise Institute in Washington, 1:30 p.m., April 28.

Administration is "firmly behind" public TV 's \$110 million funding request for PTFP, NTIA Dir. Greg Rohde told industry meeting in...



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...As 2003 deadline approaches for PTV to convert to digital, he said, applications for Public TV Facilities Program (PTFP) already have doubled, with \$233 million in funding requests received so far...

...10 million lost when last year's reauthorization failed in supplemental appropriation bill.

Hearst-Argyle TV signed retransmission agreements with Cox and Charter that had been pending renewal since Dec. 31. Spokesman said terms and components of agreement weren't being released at request of cable companies. Hearst-Argyle, which owns some ABC affiliates, is negotiating retransmission deals with Time Warner, Comcast, CableOne. Broadcaster gave TW another 30-day retransmission extension until May 2. Negotiations with TW were...

...said. ABC Disney spokeswoman said "conversations with Time Warner" on retransmission renewal were "ongoing."

Broadcast TV efforts to educate parents about V-chip availability have been "plainly insufficient," FCC Comr. Tristani...

...asking them to "recommit" themselves to V-chip, which now is standard in all new TV sets 13" or larger. In letters that in most cases began, "This is a call...it owns Fox. He said it uses variety of delivery platforms around world, including broadcast, cable, DBS: "We would be interested in having a U.S. satellite piece, but we're...interviews with top company executives as well as promotional video clips of Time Warner movies, TV shows, music performers. Time Warner also released print version of annual report, with 7 different...

...69 spectrum in upcoming June 7 FCC auction should consider whether possible interference from neighboring TV channels may make spectrum too "noisy" for mobile communications, Andrew Seybold said in monthly newsletter...

...100 persons, representing broadcasters and consumer electronics and semiconductor companies, attended March 31 meeting.

CBS TV, in conjunction with Web site iWon.com (in which network has \$30 million investment) plans...commercials directed toward children. CBS says program, iWon.com Annual \$10 Million Giveaway, is entertainment.

TV networks indicated they might not vigorously oppose free air time for political candidates -- but only...

...reform. In response to questions at Schroder/Variety conference in N.Y. last week, CBS TV CEO Leslie Moonves said he was "not totally adverse to" free time, "but I'm...

...lone ranger." He was co-chmn. of Gore Commission that recommended in Dec. 1998 that TV stations provide free time (TVD Dec 21/98 pl). News Corp. COO Peter Chernin said it was "laughable" to think TV is core of political fund-raising problem, but conceded TV could be part of overall reform. NBC Pres. Robert Wright also noted that free time...

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...may be more important to many voters. He said free time for all could "swamp" TV stations in market such as N.Y.C.

NBC isn't anticipating any "transforming transaction...and the fraud artists but at the same time you want to protect privacy."

Internet Content Rating Assn. (ICRA) appointed 13 board members and opened European office in Brighton, England, beginning its...

...predecessor's RSACi system that already is embedded in most current Netscape and Microsoft browsers.

TV Bureau of Advertising (TvB) said average American household viewed TV 7 hours, 26 min. per day in 1999 -- "the most of any year in the...

...suggests, contrary to popular opinion, that the Internet is having little negative effect on American TV viewing patterns," TvB Vp-R&D Harold Simpson said. "In fact, the 2 media may...  
...In 10K filing at SEC, E.W. Scripps Co. said it expects its compensation from TV networks to drop to total of \$10 million for 2000 and 2001 combined from \$13...

...should be a little bit afraid" of trend toward reality-based and game shows, CBS TV CEO Leslie Moonves said. He said such programs such as Millionaire, upcoming Survivor and Big...

...of 8-10 hours per week fewer scripted sitcoms and dramas produced by Hollywood for TV. Change is necessary because of networks' financial pressures and strong audiences, Moonves said, but it...have less value for reruns.

MTV's Box Music Network intends to introduce its new TV-Web convergence service, Box Fusion, on cable systems in at least 10 major markets this week in conjunction with ACTV. Designed for cable customers simultaneously using TVs and PCs, Box Fusion will match music videos on TV network with specially synchronized Web content on computer, including artist biographies, liner notes, song credits...  
...C., Philadelphia, San Francisco.

Sun Microsystems and iMagicTV signed tentative agreement to deliver digital, interactive TV services over asymmetric digital subscriber line (ADSL) and very high bit-rate digital subscriber lines...

...Sun and iMagicTV will engage in joint marketing, promotion, sales and product development of digital TV services. Partners said they aim to help phone companies offer video services along with voice...

...on their high-speed broadband lines in competition with similar service bundles being developed by cable operators.

DirecTV said it added record 160,000 net customers in March, for 33% increase...

...agreement to test datacasting technology and services developed by WaveXpress, terms not disclosed.

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Time Warner **Cable** 's N.Y.C. system introduced interactive **TV** advertising, using enhanced technology from Wink Communications. Free service allows **cable** subscribers to respond to commercials and place orders with their remote controls. Wink said it...

...Network began its first major consumer marketing campaign April 5, relying mainly on broadcast and **cable TV** commercials and outdoor signs. **Cable** network, unit of Sony Pictures Entertainment, is running commercials on at least 8 other **cable** channels, as well as spot broadcast, syndicated programs and **cable** interconnects ...markets. Start of campaign came week before network makes its first upfront presentation to major **advertisers** and **ad** agencies in N.Y.

European Bcstg. Union said tests of its scrambling system were successful...

27/3,K/13 (Item 1 from file: 553)  
DIALOG(R)File 553:Wilson Bus. Abs. FullText  
(c) 2003 The HW Wilson Co. All rts. reserv.

03820659 H.W. WILSON RECORD NUMBER: BWBA98070659  
**Measuring the appraisal of ad-based affect with ad promises.**  
Peterson, Mark  
Malhorta, Naresh K  
Journal of Business Research (J Bus Res) v. 42 no3 (July '98) p. 227-39  
LANGUAGE: English

...ABSTRACT: for measures of key selling ideas. Data were drawn from a lab study of 430 **subjects**, who **assessed** the reliability and validity of the Ad Promise scales measuring consumers' appraisals in their affective responses to **television** ads. Findings revealed the Ad Promises to have high reliability and unidimensionality. Two covariance structure models provided initial evidence for the convergent, discriminant, and construct validity of the **Ad Promises** scales. For **television advertisers** endeavoring to create a selling message within an attention-riveting format, Ad Promises provide increased...

27/3,K/14 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0341528 92-89054  
**Election-Year Ads Strain Budgets, Relationships**  
Micheli, Mark  
Providence Business News (Providence, RI, US), V7 N28 s1 p3  
PUBL DATE: 921102  
WORD COUNT: 714  
DATELINE: Providence, RI, US

TEXT:

...buys from some of their regular advertisers in October, Sullivan said. She added that the **subject** of **ad rates** causes friction between **advertisers** and **TV** stations every election year.

"It happened in '86, in '88 and in '90. Then it...

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28/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02552877 235974321

**Chinese women at the crossroads: An empirical study on their role orientations and consumption values in Chinese society**

Sin, Leo Y M; So, Stella L M; Yau, Oliver H M; Kwong, Kenneth

Journal of Consumer Marketing v18n4/5 PP: 348-367 2001

ISSN: 0736-3761 JRNL CODE: JCK

WORD COUNT: 8306

...TEXT: women's role and their status in society were beginning to be seen in some **advertisements**, while in the meantime women are still portrayed as traditional. A **content** analysis that **assessed** gender role portrayals from a high circulation Japanese magazine reported that a number of traditional...

... were not just associated with women, but also with men. In addition, women were being **shown** in a positive way as often as men (e. ...as more concerned with appearance and younger than men. Studies in the more traditional societies **show** that sex-role stereotyping is still strong (Neto and Pinto, 1998). Current studies in Asia suggest that sex stereotyping in **television commercials** is not declining and is much stronger than in Europe (Furnham and Mak, 1999). A...

... study conducted by Furnham and Mak (1999) focused on the portrayal of gender roles in **television commercials** in different countries (i.e. the USA, UK, Australia, and Asia) to study trends and cross-national differences and **similarities** over a period of 25 years. This study demonstrated that sex role stereotyping was surprisingly...

...in the mode of presentation, such as males were consistently more likely voice-overs of **advertisements** than women, females were more often visually portrayed.

Furnham and Mak (1999) further found that...

28/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01758222 04-09213

**From international competitive carrier to the WTO: A survey of the FCC's international telecommunications policy initiatives 1985-1998**

Spiwak, Lawrence J

Federal Communications Law Journal v51n1 PP: 111-227 Dec 1998

ISSN: 0163-7606 JRNL CODE: FCL

WORD COUNT: 49341

...TEXT: facilities . . which employ computer processing applications that act on the format, content code, protocol or **similar** aspects of the subscriber's transmitted information; provide the subscriber additional, different, or restructured information...is especially hypocritical given Canada's long track record of broadcasting "acceptable" children's educational **programming** -one of the Clinton/Gore/Hundt Administration's primary regulatory agendas. See, e.g., Statement...

... that Shari Lewis "had to go to Canada to find funding for educational children's **programming** "; see also Reed Hundt, Statement on Westinghouse's Children's Educational **Television** Announcement, WDC, Sept. 20, 1995 (visited Nov. 4, 1998) <<http://www.fcc.gov/Speeches/Hundt/spreh527.txt>> ("Westinghouse's assurance that it will deliver three hours of children's educational **TV** on CBS underscores the tremendous importance of teaching our kids, instead of harming them, with broadcast **TV** ." In the

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words of President Clinton, American children must not "lose 'countless opportunities to learn' from quality educational TV delivered by **commercial** networks for free to every home in the country.") (Note: The FCC attempted to act...

... sought to acquire ABC/Cap Cities. Considering Disney's well documented record with creating children's **programming**, however, Mr. Hundt could only argue that "it remain[ed] to be seen" whether Disney...

28/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01422074 00-73061

**The impact of information level on the effectiveness of U.S. and Korean television commercials**

Taylor, Charles R; Miracle, Gordon E; Wilson, R Dale  
Journal of Advertising v26n1 PP: 1-18 Spring 1997  
ISSN: 0091-3367 JRNL CODE: JOA  
WORD COUNT: 8416

...TEXT: experimental approach in attempting to understand cultural differences between two countries. A content analysis might **show** that Korean and U.S. **ads** contain different levels of information, but would not suggest a reason for such differences. Our results suggest that the reason Korean **commercials** tend to contain less information than U.S. **commercials** is that cultural differences cause high information levels to be received more favorably in the United States than in the ROK (at least in terms of **Ad** and **A,nd**). These results demonstrate the type of insight that can be gained from... imply that advertisers in the United States should consider using high levels of information in **television commercials** for the food/beverage, health and beauty aids, and **similar** product categories and that more moderate information levels may be appropriate in the ROK. For...

... market, the results suggest that caution be exercised when considering standardizing the information level in **ads** developed for the United States and the ROK. Instead, advertisers operating in both the Korean...

28/3,K/4 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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05140026 Supplier Number: 80426149 (USE FORMAT 7 FOR FULLTEXT)  
**NOTEBOOK. (miscellaneous rulings, laws, and legislation regarding the broadcasting industry)**  
Television Digest, v41, n40, pNA  
Oct 1, 2001  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 1931

... soon with new encoder that automatically will set clock on viewers' VCRs and TVs in **program** funded by CEA. Assn. is providing more than \$633,000 to replace outdated equipment in... on PBS stations, which in turn will be used by all NTSC VCRs and some TV receivers to set internal clock automatically. Tollefson said encoders also would pass other signals in vertical blanking interval (VBI), including **program content rating** and multiple language closed captions. If clock isn't set correctly, VCRs can't be preprogrammed to record **programs** when viewer isn't at home. Saying present arrangement in PBS stations is unsatisfactory, Tollefson...

...all member stations had insertion equipment. Insertion equipment now used removes other signals such as **program** content ratings and multiple

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language closed captions. He said ...provide near-universal coverage of time signal to public, while still allowing stations to broadcast **program content rating** and other VBI information. Many **commercial** stations have **similar** equipment, he said, but most don't insert time signal, instead using it to insert...

28/3,K/5 (Item 2 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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05131264 Supplier Number: 80094497 (USE FORMAT 7 FOR FULLTEXT)  
**MASS MEDIA.**  
Communications Daily, v21, n188, pNA  
Sept 27, 2001  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 647

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:

...soon with new encoder that automatically will set clock on viewers' VCRs and TVs in **program** funded by Consumer Electronics Assn. (CEA). Assn. is providing more than \$633,000 to replace...

...on PBS stations, which in turn will be used by all NTSC VCRs and some TV receivers to set internal clock automatically. Tollefson said encoders also would pass other signals in vertical blanking interval (VBI), including **program content rating** and multiple language closed captions. If clock isn't set correctly, VCRs can't be preprogrammed to record **programs** when viewer isn't at home. Saying present arrangement in PBS stations is unsatisfactory, Tollefson...  
...all member stations had insertion equipment. Insertion equipment now used removes other signals such as **program content rating** and multiple language closed captions. He said new equipment would provide near-universal coverage of time signal to public, while still allowing stations to broadcast **program content rating** and other VBI information. Many **commercial** stations have **similar** equipment, he said, but most don't insert

28/3,K/6 (Item 3 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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04589633 Supplier Number: 59952899 (USE FORMAT 7 FOR FULLTEXT)  
**EU DRUGS STRATEGY 2000-2004: COMMISSION AND PRESIDENCY EMPHASISE INTERNATIONAL COOPERATION.**  
European Report, pNA  
March 8, 2000  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 3961

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:

...co-operation. We support the efforts of the United Nations, in particular the United Nations **Programme** for International Drug Control (UNCDP), to develop international co-operation based on the principles adopted...Fifteen, the participants are the United States, Canada, Australia, Japan and Norway. The United Nations **Programme** for International Drug Control (UNCDP) participates in the work of the Dublin Group. When appropriate...and management of the authorities tasked with such action, in particular as regards national implementation **programmes**. There is ...situation five years ago, is the fact the we now have a much

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more accurate **picture** of the drug situation in the EU thanks to the information provided by the drugs...and the Caribbean was adopted last June (see European Report No 2420, Section V). A **similar** type of Action Plan is being finalised between EU and Central Asia (see European Report...data on seizures of drugs. Albania must provide its contribution in assisting the United Nations **Programme** for International Drug Control (UNCDP) and the European Union in the formulation of adequate **programmes**. An effort must be made ...to assist South Africa control the drugs situation are important. They should also cover the **programmes** to prevent crime. In the Ivory Coast, substantial outside aid is still required. In Nigeria... airlines headquartered in countries of the Dublin Group should participate in the Colombian port security **programme** once that **programme** is extended to the airports. Better co-ordination with the Bolivian authorities will have to be sought in implementation of clearing or grubbing **programs**, as well as alternative development projects, if the creation of an economic vacuum in the de Drogas, the National Drug Control **Programme**. Guatemala must continue the procedure for adoption of the law on money laundering and on...

...draw up a master plan to combat drugs and to encourage the establishment of preventive **programs**. In Panama, there is a need to rapidly increase the resources for the facilities and...of revising its national master plan for 2000 with the assistance of the United Nations **Programme** for International Drug Control (UNCDP).--Again, according to Mr Vitorino: "Coordinating the large number of Work **Programme**. The Portuguese Presidency has announced its intention to place its campaign to combat drugs firmly...the establishment of agreements between police and customs authorities in the combat against drugs is **showing** its limitations at the European level. Although there now exist in the Fifteen Member States... Spain and Austria are the only countries which still do not have memoranda of agreement **programmes**. Austria has done the preparatory work with a view to the introduction of such a **programme**. For now, seven co-operation agreements are already at the negotiation stage. Spain intends to launch a **programme** of this type soon, since it too recognises the advantages. In 1997, the number of agreement **programmes** varies significantly from one Member State to another. While the most substantial **program** (UK) includes 123 co-operation agreements, only one agreement has been concluded in the most modest **programme** (Luxembourg). The majority of the memoranda of agreement (148) have been entered into with individual...considered that co-operation between the customs authorities and businesses under the memoranda of agreement **programmes** confers a significant added ... co-operation with the countries of the region. The other focus of the Presidency's **programme** will seek to act on the demand for drugs. As part of the conference on...and assistance to drug addicts. It is also expected to suggest the production of a TV spot **advertisement** to deter consumption of drugs by young people.--The Campaign Against Synthetic Drugs. Having failed...United Kingdom), following the example of what is being done in the case of a **similar** synthetic drug, MDMA. It seems ... was not necessary, under present circumstances, to submit a Council initiative proposing that MBDB be **subject** to control **measures** at the European Union level. Following a suggestion by the Irish Delegation, there was a...

28/3,K/7 (Item 4 from file: 636)  
DIALOG(R) File 636:Gale Group Newsletter DB(TM)  
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04090718 Supplier Number: 53851698 (USE FORMAT 7 FOR FULLTEXT)  
**TELEPHONY.**  
Communications Daily, v19, n27, pNA  
Feb 10, 1999  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 2226

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(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...challenge in U.S. Appeals Court, D.C., against FCC order that made wireless carriers **subject** to same **rate** integration rules for long distance calls as wireline carriers. Commission also denied petition of CTIA...

...other petitioners that Congress did not intend the rate integration requirements to apply to CMRS" -- **commercial** mobile radio services. CTIA said rate integrating proceedings prohibit carriers from "charging rates for interstate...

...FCC rule that bars POFM stations from providing common carrier service. It wants to allow **commercial** mobile radio service carriers and other common carriers that serve offshore platforms in Gulf of Flag Atlantic-1's planned transoceanic dual **cable** system for voice, high-speed data and video. Flag Atlantic- 1, joint venture of Flag...

...application for N.Y. by beginning of summer, with Mass. and Pa. next, Tauke said. **Similar** collaborative processes with state regulators are occurring in states such as N.J., Mass. and...

...out local service switches for Boston business customers, with AT&T arguing that problems are **similar** to those encountered in N.Y. In Tues. news conference, AT&T Pres.- Network Services...clear market choices exist for both residential and business local service customers. It cited survey **showing** 70% of large and medium Phoenix businesses have been solicited by competitive local providers, saying Cox **Cable** has begun offering residential phone service with ability to serve 500,000 customers, local competitors...

28/3,K/8 (Item 5 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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03656253 Supplier Number: 47877920 (USE FORMAT 7 FOR FULLTEXT)

**News Digest: WEB CONTENT**

Digital Kids Report, pN/A

August 1, 1997

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 762

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...will have a permanent "above-the- fold" front-screen button on AOL.com and choice **banner** positioning on selected NetFind keyword category pages. The crowning facet of the deal is a...

...if Amazon's sales revenues exceed a predetermined threshold ... In related news, Amazon signed a **similar** deal with Yahoo!, offering links to relevant Amazon book titles along with standard Yahoo! search results. As premier Yahoo! bookseller, Amazon will also be extensively promoted via **banners** and keyword placement. Financial details of the deal were not released ... CBS SportsLine, sick of...

...the channel's main screen, full access for AOL members to all CBS SportsLine Web **content** (including **scores**, statistics, analysis, live coverage, and the Michael Jordan Web site), exclusive coverage of major sporting events, sponsored chat areas, and CBS **programming** in all aggregated sports areas on AOL. In exchange for access to its members, AOL ...

...and guaranteed to screen out pornographic material ... Viacom wisely wed



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its "Nick at Nite" and "TV Land" properties to launch Nick-at-Nite.com, an entertainment site dedicated to classic **television**, fun and, of course, promotion for Nickelodeon **programming**. Classic **TV** buffs will no doubt be delighted by its extensive trivia and download archives and enthralled by its **TV**-related games and contests ... American Management Systems (AMS) and the Bank of Montreal teamed up...

...CD-ROM is available for about \$20 in stores ... Another recent Palladium release is Hidden **Pictures** Workshop, an edutainment title based on the Hidden **Pictures** feature of the popular magazine Highlights for Children. Also for kids ages five and up...

...or create images of their own from scratch. This title is the first in a **series** of future collaborations between the CD-ROM publisher and Highlights magazine ... Humongous Entertainment released its...

**28/3,K/9 (Item 6 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03594605 Supplier Number: 47440938 (USE FORMAT 7 FOR FULLTEXT)

**HUNDT PROPOSES CHIP TO BLOCK DISTILLED SPIRITS ADS**

Communications Daily, v17, n106, pN/A

June 3, 1997

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 505

... of any particular one.

Sources said that draft order notes that Telecom Act requires certain **TV** sets to be equipped with technology to allow viewers to block **programs** marked with certain codes. Those codes, based on **TV** rating system, are subject of heated debate on Capitol Hill. Commission draft says that existence of technology to enable viewers to block **shows** based on **TV** ratings also suggests possibility that **similar** mechanism could be used to "restrict the display of distilled spirits advertising," if Commission determines...

...asks whether it would be possible to set up such blocking system for distilled spirits **ads**, **similar** to system to be used for V-chip.

Draft also suggests variety of other ways...

**28/3,K/10 (Item 7 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03115217 Supplier Number: 46369635 (USE FORMAT 7 FOR FULLTEXT)

**INTERNAL MARKET: COMMON RULES PLANNED FOR EU-WIDE ADVERTISING CAMPAIGNS**

European Report, n2130, pN/A

May 7, 1996

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 782

The Commission prepared for the Green Paper by launching a **series** of studies in 1993 and 1994 to assess how much the Member States differ in...

...public relations business and all operators conveying these kinds of messages, such as the media (**TV**, radio, and the press), organisers of sporting events or providers of telecommunications services, as well...

...be made of how the measure impinges on the three key economic players involved in **commercial** communications: the user (for whom the message is

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designed), the service provider and operator conveying the message. 2. The aims of the **message**. 3. The **measure**'s relationship to the aims. 4. The extent to which the measure is counter-productive...  
...5. The effectiveness of the measure: the degree of restriction and its type will be **matched** against the aims. The method is not supposed to be a mandatory or automatically applied...

...a kind of forum for discussing the whole spectrum of issues related to restrictions on **commercial** communications. The idea is to prevent infringements of Treaty rules by promoting a give-and...

...into its stride. The information society will have four main effects on the development of **commercial** communications, according to the Commission. First of all, digital telecommunications facilities offer a new means of conveying **commercial** messages and allow direct marketing techniques to be combined with the creative capacity of advertising...

...communication all the more easy. Third, the information society will establish a means of combining **commercial** communication services with distance-selling techniques thus revolutionising tele-shopping activities (on-line catalogues or on-line **commercial** centres). Some **commercial** communication services will help make other on-line services more profitable. Just as soap operas helped get **commercial** TV off the ground, many on-line services could be made profitable by advertising to start...

28/3,K/11 (Item 1 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

04893120 SUPPLIER NUMBER: 61253635 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Media orientation and media use: Television viewing behavior of specific reader types from 1975 to 1995**  
Van Eijck, Koen; Van Rees, Kees  
Communication Research (PCMR), v27 n5, p574-616, p.43  
Oct 2000  
ISSN: 0093-6502 JOURNAL CODE: PCMR  
DOCUMENT TYPE: Feature  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 15936

TEXT:

... is hardly comparable with that of 1975.5  
As for its content structure, however, the **program** range provided in 1995 was not fundamentally different from that of 1975. The increase in...

...number of networks did not lead to a proportional widening of the existing range of **program** types, for the simple reason that this cannot be expanded without limitation. What has been widened, however, is the range of "infotainment **programs** that cut across subtypes (e.g., reality television or docudrama). As in the case of print media, it is possible to differentiate television into two major types: informative and entertainment **programs**. Again, as with print media, several subgenres or even sub-subgenres might be distinguished, to...

...itself as a network for the young. In general, judging by its content, the 1995 **television** supply is **comparable** in terms of **program** categories to the 1975 supply, with the proviso that it provides more of the same...

28/3,K/12 (Item 2 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
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03845963 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Sociocultural expectations of attractiveness for males**

Petrie, Trent A; Austin, Laura J; Crowley, Barbara J; Helmcamp, Annette; et al

Sex Roles: A Journal of Research (ISXR), v35 n9/10, p581-602, p.22

Nov 1996

ISSN: 0360-0025 JOURNAL CODE: ISXR

DOCUMENT TYPE: Feature

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 4769

TEXT:

... attractiveness in men. Silverstein et al. (1986) examined television characters from the 33 most watched **shows** to determine the relative body images portrayed in this medium. Male characters were rated as...

...even when age of the actor/actress was controlled. In a second study, article and **advertisement** content from the four most popular men's and women's magazines in 1980 was examined. Silverstein et al. found that men were exposed to fewer **ads** and articles about diet foods and body size and shape. In a **similar** study, Andersen and DiDomenico (1992) examined the article and **advertisement** content of the ten most popular men's and women's magazines for autumn, 1987...

...and modern men's and women's magazines from 1980 to 1991, classifying article and **advertisement** content as either weight loss, beauty, fitness or health. They found that, across all three...

...of magazines, those targeted at males had fewer health, beauty and weight loss articles and **advertisements** than those for women. When magazine type was not considered, male, as compared to female, audiences also were exposed to fewer fitness articles and **ads**.

Although these studies provide important initial data concerning sociocultural portrayals of and messages about male...

28/3,K/13 (Item 3 from file: 484)

DIALOG(R)File 484:Periodical Abs Plustext

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03845592 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Gender displaying television commercials: A comparative study of television commercials in the 1950s and 1980s**

Allan, Kenneth; Coltrane, Scott

Sex Roles: A Journal of Research (ISXR), v35 n3-4, p185-203, p.19

Aug 1996

ISSN: 0360-0025 JOURNAL CODE: ISXR

DOCUMENT TYPE: Feature

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 6717

TEXT:

... METHOD

One of the limitations of past research has been an inability to directly compare **commercials** of one era to **commercials** of another. Through archival research we located approximately **comparable** samples of award winning **commercials** from the 1950s and early 1960s and from each year between 1982 and 1989. The data for the early **commercials** (classics) were compiled from two sources: Classic **Commercials**, a set of 41 **commercials** assembled by the **Television** Bureau of Advertising, New York; and the 1st International Broadcasting Awards, 1959, awarded by the Hollywood Advertising Club, UCLA **Film** Archive. Eliminating foreign entries and removing duplicates resulted in a total number of **commercials**

June 23, 2003

for the classics data set of 70 with 70 main **characters** **coded** .3 These **commercials** represent some of the best work produced during this era, as judged by leading marketing professionals in the largest media centers of the United States. These **commercials** tend to be those with wide national exposure.

The data for the 1980s came from...

28/3,K/14 (Item 4 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

02927565 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**The big "I" in children's fiction**  
Letchworth, Beverly J  
Writer (GTWR), v109 n9, p20-21+  
Sep 1996  
ISSN: 0043-9517 JOURNAL CODE: GTWR  
DOCUMENT TYPE: Feature  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 32759 LENGTH: Long (31+ col inches)

TEXT:

... the list of her nearest colleague.  
This method of control selection gave a high compliance **rate** and allowed rapid collection of control data. The geographical matching inherent in this system, however...is acting as a marker of the lifestyle of mothers who breast feed rather than **showing** a biological effect in itself. The loss of significance when account is taken either of...had not been affected by the introduction of prophylactic intramuscular vitamin K.  
The above observations **showed** that giving vitamin K intramuscularly to newborn infants did not increase the incidence of childhood...  
...designed case-control study that included 272 children with leukaemia or cancer and 334 controls **matched** for age and sex.13 Records of vitamin K administration in the neonatal period were critically assessed and **showed** conclusively that there was no association between the intramuscular administration of vitamin K and subsequent...

28/3,K/15 (Item 5 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2003 ProQuest. All rts. reserv.

02411513 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**The hidden message in anti-violence public service announcements**  
Gerbner, George  
Harvard Educational Review (GHER), v65 n2, p292-298, p.7  
Summer 1995  
ISSN: 0017-8055 JOURNAL CODE: GHER  
DOCUMENT TYPE: Feature  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2854 LENGTH: Long (31+ col inches)

TEXT:

... time with children is not to deplore or ignore these anti-violence PSAs and other **similar** efforts. On the contrary, they should take the opportunity offered by these PSAs to use the broader context of their production and functions to illustrate for children the way that **television** perpetuates selective images of violence. For example, educators might require students to perform a content analysis of the violence present in scenes from prime time **television programs**. In such a content analysis, students would keep track of each character involved in any...  
...class, as well as whether the characters perpetrate or suffer violence, or both. After students **code** the **characters** (30 to 40 characters should

June 23, 2003

reveal the trends consistent in **commercial television programs** ) in a number of scenes containing violence, they can calculate for themselves how non-randomly victimization occurs on **television** . If the scenes the students code are at all typical, their results will reveal the "hidden message" of violent portrayals and relationships on **television** .

Despite the negative attributes inherent in the kind of PSAs produced by HBO/Time Warner...

28/3,K/16 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

29663860

**Businesses brace themselves for EU entry**

**EU accession to bring greater competition, scrutiny but also opportunities**

SECTION TITLE: News

PRAGUE BUSINESS JOURNAL

June 16, 2003

JOURNAL CODE: WPBJ LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 2094

... Austria and Germany are unfounded. "When Spain and Portugal joined the EU, France imposed a **similar** restriction, but there was no flood of cheap labor from these markets," he said. "In...

... migrant workers decided to return home since working conditions had improved." Raising the curtain Czech **TV** broadcasters already largely comply with the EU's " **Television** without Frontiers Directive," which calls on them to broadcast mostly European works and sets limits on advertising spots. Czech **ad** rules are, actually, stricter. Michal Kroft, a lawyer and co-managing partner with the international...

...media scene. EU rules demand greater transparency in media ownership and could force, for example, **TV** Nova and Prima **TV** to reveal who actually owns and controls the broadcasters and if there is any cooperation...

... other anti-competitive links between them. Bye-bye FDI? The Czech Republic's investment incentive **program** has long been touted as one of the country's main successes of the late...

28/3,K/17 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

29557839

**Interview: Stereophonics - Valley boys**

**Stereophonics'** singer Kelly Jones "always wanted to be in the biggest band in the world". With a new single, fourth album and two huge tours this year, he's well on his way to getting his wish. Sarah Drew Jones met the band in London as they prepare for t

Sarah Drew Jones

WESTERN MAIL

June 07, 2003

JOURNAL CODE: WESM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 3213

... re not exactly short of talent either. Stereophonics are singer/songwriter Kelly Jones, drummer Stuart **Cable** and bassist Richard Jones, and together they make up what is one of the biggest...

... we meet, in their publicist's gold-disc-strewn offices, the band is about to **film** performances on both MTV and Top of the Pops, and time is short - happily, this...

June 23, 2003

... yak for Wales. The only off-limits subject is Stuart's widely-rumoured relationship with TV presenter Lisa Rogers. The day's newspapers had been full of speculation after several sightings...

...don't have to be defined by it. We don't have to be an **advert** for the Wales Tourist Board." They remain massively supportive of Welsh talent though. The whole...because of the foot and mouth outbreak, but this time will be a full stadium **show**, and representative of the new album." 'Phonics are already well accustomed to gigs on this...

...acoustic tour, it's about the band, and the songs. "When we do the big **shows**, it's like a celebration. When we play the Millennium Stadium, it's not a...

... singer Tony Hadley. "Where did they get those people? Bloody cringeworthy" he says. They have **similar** high regard for the kind of instant fame bestowed by **shows** such as Pop Idol and Popstars. 'Stuart says, "It harms the industry because it gives...

... it may be." Stuart's settled into his theme, "And where do winners of reality TV end up in three years' time? Skint, in the Priory, that's where. I think it's bad what these **shows** do to kids. Rejection, live on telly in front of millions." "And by three gimps...

... me how heartening it is that the cheeky, engaging Stuart we see on his chat **show** **Cable TV** isn't a carefully-scripted **television** persona: refreshingly, he really IS like that. Then suddenly, my time is nearly up, the...

28/3,K/18 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

27711831

Event Brief of Providian Financial Corporation Investor Conference - Final  
FAIR DISCLOSURE WIRE

February 13, 2003

JOURNAL CODE: WFDW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 4438

... are expected. There are no specific targets to be given at this stage. S2. Financials (TV) 1. Financials at the end of 2002 1. Recap of Income Statement 1. At the...

...higher credit quality and lower reserve level than the existing book. 4. Reserves plus capital **show** that at the end of 2002, PVN was covering almost 50% of reported loans. 3...8. Gateway Master Trust 1. The Trust represents \$14bn in total receivables and 15 outstanding **series**. 2. There are three conduits, which are currently being consolidated into a single conduit. This...

... early amortizations with 2% triggers by the end of 1Q03; it will then have every **series** in the trust with 0% excess spread trigger. 9. Spread Accounts 1. Spread accounts were...

... 2002, including \$60m that was pre-funded with the spread account of the new conduit **series** 2. At the end of 1Q03, PVN expects fund spread accounts to be approximately \$790m...

... but the overall spread for PVN only increased about 17 basis points for the existing **series**. The spread was a little wider for the new **series**. 4. Amortization of the Trust 1. One term **series** is coming due in 3Q02. This is the one that the 2% trigger has been...delinquency trend stabilized and in dollar terms it improved slightly. 3. Results for January 2003 **show** an improved delinquency trend. 3. New Accounts 1. Emphasis was

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placed upon booking new accounts...improved the underwriting process as well as criteria. In the new prime market it is **matching** rates and underwriting quality more compatibly. 3. A new model was implemented for new accounts...such case, only one copy may be printed, nor shall user use any material for **commercial** purposes or in any fashion that may infringe upon CCBN's or FDCH e-Media...

28/3,K/19 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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20968574 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Chemex International - Acquisition and Disposal**  
NEW RNS  
January 28, 2002  
JOURNAL CODE: WRNS LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 4218

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... defined in the City Code (a "Concert Party") acquires shares in a company which is **subject** to the City **Code** and such shares, when taken together with shares already held, would result in such person...

...not more than 50 per cent. of the voting rights of a company which is **subject** to the City **Code**, such person, or any person acting in concert with such person, is normally obliged by...

... to be held on a poll voted on by the independent shareholders (rather than a **show** of hands) for the purpose of approving the waiver of any requirement that the Concert...

28/3,K/20 (Item 5 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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18968207  
**PR Newswire California Summary, Monday, September 24, 2001 -2-**  
PR NEWSWIRE  
September 24, 2001  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1307

... 2001 08:33 r f bc-CA-Versant-Aspira (FREMONT) Aspira Joins Versant IGNITE! Partner **Program** HSM059 09/24/2001 08:34 r f bc-HouseHold-Equitilink (ATLANTA) HouseHold Direct Retains...

...09/24/2001 08:36 r f bc-CA-Aeris.net-Telcel (SAN JOSE) MicroBurst **Commercial** Service Available Throughout Mexico's Cellular Markets SFM109 09/24/2001 08:43 r f...

...of Oracle Time & Labor LAM025 09/24/2001 09:03 r f bc-CA-Infiniti- **Ad** -Camp. (GARDENA) Infiniti Launches **Ad** Campaign for New 2002 I35; Campaign Leverages the I's Performance, Luxury and Technology Leadership... f bc-CA-Com21-Fast-50 (MILPITAS) Com21 Selected for Deloitte & Touche's Fast 50 **Program** LAM019 09/24/2001 10:01 r e bc-CA-Jeopardy-Clue-Crew (LOS ANGELES) Jeopardy! Names Clue Crew Members; Team of Roving **Correspondents** Debuts September 24 SFM111 09/24/2001 10:03 r f bc-CA-Racemi-Access...

... Sullivan LAM043 09/24/2001 10:12 r f bc-CA-Spiderdance-Award (VENICE) Interactive **TV** Leader Spiderdance Wins Prestigious Silver Rembrandt Award For Best Convergent Format at IBC's Nombree...

June 23, 2003

28/3,K/21 (Item 6 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

08185679

**Planning for development of small businesses**

BUSINESS TELEGRAPH

November 02, 1999

JOURNAL CODE: WBST LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1213

... critical to future policy. So also is some assessment of the indirect advisory and developmental **programmes** delivered by external contractors. Also, a better range of performance indicators for the group of...

28/3,K/22 (Item 7 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

02889688

**Compaq Delivers Landmark Value to Schools with New Full-Featured Multimedia PC, Monitor at \$999**

BUSINESS WIRE

September 22, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1446

... feature a latch for schools to lock the chassis closed using their own third party **cable**, while notebook models include a security slot to affix notebooks in place with an optional security **cable**. The Presario ES Desktop PCs Both new Compaq Presario ES desktop PCs feature a new...

... leading desktop, portable, server and networking products along with extensive service, support and technology purchase **programs**. For schools that would like the ability to tailor and/or manage their PCs from... including industry-leading enterprise computing solutions, fault-tolerant business-critical solutions, networking and communication products, **commercial** desktop and portable products and consumer PCs. The company is an industry leader in environmentally friendly **programs** and business practices. Compaq products are sold and supported in more than 100 countries through...

... trademarks and/or registered trademarks of their respective companies.  
(1) Includes 14" monitor. All prices **shown** are Compaq National Education Prices. Reseller prices may vary. (2) All prices **shown** are Compaq National Education Prices. Reseller prices may vary. (3) Certain restrictions and exclusions apply...

28/3,K/23 (Item 1 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
(c) 2003 The Dialog Corp. All rts. reserv.

00824037

**BROADBAND SPAWNS WAVE OF WEB PREMIUM CONTENT PROVIDERS**

COMMUNICATIONS DAILY

May 19, 2003 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 1074

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.



June 23, 2003

TEXT:

...the number growing by 20,000 per day, leading Internet service providers (ISPs), broadcast and **cable** networks, **movie** studios and others are rolling out premium **programming** packages crafted especially for broadband users. Using everything from **TV** news clips, sports video highlights and music jukeboxes to full-length **movies**, interactive games and other entertainment, the ISPs, **TV programmers**, studios and other broadband providers are racing to entice consumers to buy online content subscriptions...

...NHL, localized video weather reports from The Weather Channel, music videos, exclusive concert coverage and **movie** screenings. Other features include science and exploration videos from National Geographic, children's and education...

...The idea here is that we create a value bundle," said Carlos Silva, vp-broadband **programming** for AOL Broadband. He said AOL Broadband executives want to build "a foundation around news, sports, weather and entertainment."

Similarly, in mid-March, Yahoo launched Yahoo Platinum, its first of several planned subscription content services... general-entertainment broadband content players are hoping to duplicate the success of the major pay **cable programmers**. Like HBO, **Showtime** and Starz Encore, they aim to build a highly profitable business by selling a premium...

...they're pricing their new content services at about the same level as the premium **cable** networks, generally charging \$10-\$15 per month.

RealNetworks is considered an early broadband content success...

...premium content provider to reach that milestone.

"We're building the subscription business much how **cable** built its subscription business, by focusing on sports," said a RealNetworks spokeswoman. "It was really a sports-news service. Then the entertainment part came along."

Besides the growing broadband adoption **rates**, **content** providers are scurrying into the premium content business because of the continued dearth of Web advertising, particularly the decline in Web **ad** rates. In addition, they're enchanted by consumer research **showing** that broadband users spend far more time online than dial-up users. Finally, they're...

...cost more than most consumers are willing or able to pay. In contrast, basic analog **cable** passes nearly all North American homes and more than 65% of those with access to...  
...ready to pay for a wide range of video, audio, game and other multimedia entertainment **programming**, even with all

28/3,K/24 (Item 2 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
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00803529

SPDE Lays Down Gauntlet To PlayJam

June 23, 2003

Inside Digital TV  
August 21, 2002 VOL: 5      ISSUE: 17      DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: PHILLIPS BUSINESS INFORMATION  
LANGUAGE: ENGLISH      WORD COUNT: 633      RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

TEXT:  
Mark Holmes Senior Editor

Sony **Pictures** Digital Entertainment's (SPDE) launch of GoPlayTV on BSkyB will bring added competition to the...

...versions  
of Wheel of Fortune and Jeopardy. One full game session costs GBP0.50. The **Match** Play option costs GBP1.00 and offers two full game sessions, plus the opportunity to...  
...service has not really been advertised yet. In an exclusive interview, he told Inside Digital **TV** : "We have had a very good early response on the pay-per-play and we expect that to hold and to grow. Games are something that Sony **Pictures** is into on a number of fronts. It wasn't too big a stretch to see that our strengths in the game and game **show** area combined with the propensity for the UK digital satellite viewers to want to interact...

...try and build up a real consumer awareness of this channel through traditional marketing means, **television** and print **ads** and that will be coming soon. We are not going to sit back and hope...

...of prizes. We have a very high value proposition in terms of the pricing, the **content** , the top **scores** competition."  
While others may be targeting the young male audience, it seems clear that GoPlayTV...

28/3,K/25      (Item 3 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
(c) 2003 The Dialog Corp. All rts. reserv.

00783001  
**DBS LOSES LOCAL-INTO-LOCAL MUST-CARRY BID**  
PUBLIC BROADCASTING REPORT  
December 14, 2001      DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.  
LANGUAGE: ENGLISH      WORD COUNT: 992      RECORD TYPE: FULLTEXT.

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:  
...major setback for satellite industry, which it said would make it impossible to carry more **programs** to more markets. Opinion also came as federal govt. was trying to decide whether proposed...

...said: "We now fully expect

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DirectTV and EchoStar to follow the law and carry all TV stations in markets where they are charging customers for access to any local stations." He said court "upheld the will of Congress recognizing the unique value provided by free local TV stations." Media Access Project said: "We are pleased that the court has affirmed Congress' power...

...advanced by satellite  
broadcasters."

Carriage obligations aren't triggered simply by decision to carry local programming, court said, but by decision to carry certain stations using S-122 license. Satellite carrier...

...using one set of economic arrangements rather than another, court said. Must-carry rules are content-neutral measure that imposes incidental burdens on speech.

Congress adopted must-carry rules to preserve free TV for those not served by satellite or cable systems and to promote widespread dissemination of information from variety of sources, court said, and...unrelated to suppression of free expression. It said Congress properly considered effects of satellite and cable together in deciding to protect viewers from any significant reduction in viewing options. Court backed satellite carriers in assertion Congress was concerned about anticompetitive practices when it passed Cable Act, but found they did so because national character of satellite delivery systems provided economic incentives to favor national, nonbroadcast programming over local, broadcast programming: "There's nothing anticompetitive about satellite operators' efforts to make the most efficient use of...

...said "decision underscores the need for speedy approval of the EchoStar-DirectTV merger." DirectTV offered similar comments, saying company would focus attention on start of must-carry. Court decision is "tremendous..."

...exploring all of our  
business and legal options."

As for progress of carriage negotiations with cable MSOs, Lawson said there was "still a lot in play." Issues were "complex," and negotiations with MSOs were continuing, he said, declining to name cable operators. National Cable & Telecom Assn. (NCTA) was playing constructive role by facilitating negotiations. He said he expected carriage...

...MSOs." However, one "commonality" was that they all were seeking precise definition of PTV's program services. Programming is driving cable operators' decision, he said, and they are looking for as much "clarity" as public broadcasters...

...it is a healthy thing, but MSOs don't view it the same way." While cable operators don't expect all PTV station to offer same kind of programming, they want "firm understanding" of what PTV's digital offering would look like 2-5 years from now.

On decision of commercial broadcasters to drop demand for dual cable carriage (PBR Nov 16 p2), he said public broadcasters were sticking to their demand for...

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...analog/digital carriage during transition to DTV. "Our goal is to get carriage of public **TV** stations," he said. Public broadcasters would consider giving up demand if MSOs agreed to carry all of PTV's digital noncommercial services and **program**-related data. As for revenue-producing ancillary and supplementary services, public broadcasters expected to reach...

28/3,K/26 (Item 4 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
(c) 2003 The Dialog Corp. All rts. reserv.

00777304

**CEA FUNDS AUTOMATIC CLOCK-SETTING ENCODERS FOR ALL PBS STATIONS \**  
**PUBLIC BROADCASTING REPORT**  
October 5, 2001 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.  
LANGUAGE: ENGLISH WORD COUNT: 309 RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...soon with new encoder that automatically will set clock on viewers' VCRs and TVs in **program** funded by Consumer Electronics Assn. (CEA). Assn. is providing more than \$633,000 to replace...

...on PBS stations, which in turn will be used by all NTSC VCRs and some **TV** receivers to set internal clocks automatically. Tollefson said encoders also would pass other signals in vertical blanking interval (VBI), including **program** content ratings and multiple language closed-captions. If clock isn't set correctly, VCRs can't be preprogrammed to record **programs** when viewer isn't at home.

Saying present arrangement in PBS stations is unsatisfactory, Tollefson...

...all member stations had insertion equipment. Insertion equipment now used removes other signals such as **program content rating** and multiple language closed captions. He said new equipment would provide near-universal coverage of time signal to public while still allowing stations to broadcast **program content rating** and other VBI information. Many **commercial** stations have **similar** equipment, he said, but most don't insert time signal, instead using it to insert...

28/3,K/27 (Item 5 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
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00777092

**Microsoft redraws digital video landscape**  
Inside Digital TV  
September 21, 2001 VOL: 4 ISSUE: 19 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: PHILLIPS BUSINESS INFORMATION  
LANGUAGE: ENGLISH WORD COUNT: 626 RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

TEXT:

In a stunning demonstration of the progress it has made in encoding

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video, Microsoft has **shown** it is capable of providing DVD quality at under 1Mbit/s over the Internet, writes Barry Flynn. Inside Digital **TV** was given convincing private demonstrations of the Windows Media Player playing back near-VHS quality at 250Kbit/s, and near-DVD quality at 500Kbit/s, on adjacent PC monitors and **TV** screens. At NAB, Microsoft was **showing** VHS quality at 750Mbit/s, underlining the nature of the company's progress in this area. The most dazzling demonstration was of full HDTV **pictures** played back at 3Mbit/s - something which can currently only be achieved at around 18...

...was unable to fly out an HDTV set for the demonstration, this could only be **shown** on a high-resolution PC monitor to full effect. The playback was effective enough to furnish the 3D-effect characteristic of true HDTV **pictures**. Currently, the lowest MPEG-2 can go is around 1.5Mbit/s for a single...

...to its main rival, Real Player, which, specially tweaked over on the nCube stand, was **showing** a **similar** range of bit-rates but only quarter-screen. The Microsoft demos were full-screen. Erik...rights management (DRM) software, on the basis that "if you produce quality video and audio **content** at low bit- **rates**, it requires protection." The combination of the two is currently in evidence in a **commercial** VOD service called Streambuster in Denmark, designed for homes with ADSL connections to the Internet...

...two passes to provide a 'broadcast quality streamed video', protected using the Microsoft DRM solution. **Movies** are delivered by satellite to a server close to the home. They can either be...

28/3,K/28 (Item 6 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
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00776744

**All 347 PBS member stations in country will be equipped soon**  
TELEVISION DIGEST  
October 1, 2001 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.  
LANGUAGE: ENGLISH WORD COUNT: 298 RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...soon  
with new encoder that automatically will set clock on viewers' VCRs and TVs in **program** funded by CEA. Assn. is providing more than \$633,000 to replace outdated equipment in...

...on PBS stations, which in turn will be used by all NTSC VCRs and some **TV** receivers to set

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internal clock automatically. Tollefson said encoders also would pass other signals in vertical blanking interval (VBI), including **program content rating** and multiple language closed captions. If clock isn't set correctly, VCRs can't be preprogrammed to record **programs** when viewer isn't at home. Saying present arrangement in PBS stations is unsatisfactory, Tollefson...

...all member stations had insertion equipment. Insertion equipment now used removes other signals such as **program content ratings** and multiple language closed captions. He said new equipment would provide near-universal coverage of time signal to public, while still allowing stations to broadcast **program content rating** and other VBI information. Many **commercial** stations have **similar** equipment, he said, but most don't insert time signal, instead using it to insert...

28/3,K/29 (Item 7 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
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00767087

LCD PRICES STABILIZE  
CONSUMER ELECTRONICS

June 11, 2001 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 2949

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

LCD manufacturers, rocked by sharp drop in revenue, are **showing** first signs of calling truce in pricing war that has pushed retails for finished 15...

...2

m mother glass next year, Exec. Mktg. Vp Bruce Berkoff said.

However, pricing is **showing** signs of stabilizing, with Berkoff even predicting shortage would emerge in 2nd half of 2002...

...even as SFWG was meeting and discussing LCD standardization, new sizes emerged at SID. Fujitsu **showed** 23.1" panel with 1,600x1,200 resolution, 250 lumens and 500:1 contrast ratio...inventory write-downs at Studer and international consumer business. Harman also suspended common stock repurchase **program** pending lowering of working capital, which increased to \$414.3 million from \$309.6 million...

...from \$241,000 in period stretching year from July 1, 2003, to \$292,000 for **similar** period ending June 30, 2008. Koss reported decline in royalty income in 3rd ...announced availability of Primal Prey, first-person dinosaur hunting game developed by Deer Hunter game **series** creator Sunstorm Interactive. New title is part of RealNetworks's new RealArcade online game service...

...business by acquiring Israel-based Veon, it said. Latter's technologies create, deploy, manage and **measure** interactive broadband **content** on Internet. Veon will be incorporated in MP4Net, Philips's company for Internet streaming and...

...2002. U.S. Xbox unveiling

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is set for Nov. 8 (TVD May 21 p10).

Gemstar- **TV Guide** is subject of antitrust probe by U.S. Justice Dept., Reuters reported late Fri. Investigation is said to center on Gemstar- **TV Guide's** alleged efforts to monopolize market for interactive **program** guides for **cable** and satellite systems. Gemstar and **TV Guide**, which merged last year, have zealously defended former's IPG patents. But company also...million. Handspring reported revenue of \$123.8 million in 3rd fiscal quarter. It also began **program** offering \$100 rebate on Visor Edge product to consumers trading in any brand of handheld PC. **Program**, which runs through July 1, effectively cuts price of Visor to \$299. Handspring rival Palm...for latter to use Amicada's proprietary PACS technology to put full-screen, full-motion **TV commercials** on Web for both online and offline viewing. Commenting on deal last week, Theglobe.com...

...system empowers marketers to determine how each of their brand communications affects consumers by delivering **TV** quality emotional advertising. This allows brand managers to confidently address the complex questions of what...  
...acquire consumer broadband modem business of investor Alcatel. Move enables RCA parent to expand from **cable** modems into DSL phone modems, where Alcatel sold 1.7 million last year for 22...

28/3,K/30 (Item 8 from file: 696)  
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00763097

**BT BROADCAST: IP TRAFFIC WILL AVALANCHE**  
Interspace  
April 25, 2001 VOL: DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: PHILLIPS BUSINESS INFORMATION  
LANGUAGE: ENGLISH WORD COUNT: 1944 RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

TEXT:

...the satellite and broadcast sides together," says Smith.  
Malcolm Campbell now heads up BT's **commercial** and sales side, while Mike Seymour runs global operations and Jon Romm heads up BT...variant media owners into a playout future which might have a digital store of that **content**, differing in **coding** levels. For example, at the top you'd have the D1 master right the way...

...ten?"

He also says he is highly optimistic about the future remaining buoyant for broadcast **TV** and that even within the current MPEG2-DVB broadcast model there are opportunities for new...

...customers who are using an IP solution, putting their signals onto satellite for delivery to **cable** systems. In my view this kind of **TV** station is going to simply avalanche.  
"We have a study group working here on various future scenarios and virtually everyone agrees the future will grow by an avalanche of niche **TV** stations.  
"One of our number suggests that it will not be long before we, each of

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us, has our own **television** channel where we provide the mask on the front end and that content will then...

...to those content owners.

"The future is going to lead to lots and lots of **TV** channels. Our trick is layering that and giving a **similar** service to start-ups which might have a

very different delivery need."

Smith also uses...

...The future for a 14 year old is no longer a 12-inch screen, either **TV** or PC-based in the corner of his bedroom, but he wants a 42-inch...

...who want their

entertainment immediately, whether on the phone or via DSL or DTH or **cable**. I

believe this model is going to be much more attractive for an advertiser, because...another big market."

He suggests the Asian market, which he has direct experience of, also **shows** signs of finally making some progress.

"In my view North Asia is ripe for an...

...Europe, for example."

One area that Smith remains cautious about in Europe is High Definition **television**, despite the US (and Japan and Australia) adoption of the bandwidth-rich technology.

"From the...

...community there's plenty of

interest, but no interest from consumers. It may be that **TV** in the home has

developed to a satisfactory level. It isn't as if we...

28/3,K/31 (Item 9 from file: 696)

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00748714

**Two-Way Satellite Broadband: Lots of New ARPU**

Satellite News

November 6, 2000 VOL: 23 ISSUE: 45 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: PHILLIPS BUSINESS INFORMATION

LANGUAGE: ENGLISH

WORD COUNT: 1080

RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

TEXT:

...U.S. DTH Broadband

Subscribers and Revenue (1998-2008)", suggests that a total U.S. **TV** Households

(TVHHs) base of 109 million will exist by year-end 2008. In the United... the attendees was the information

about the relatively low bit cost of delivering **Ka-band content**. **Rates** for **Ka-**

**band** are expected to be quite competitive with **cable** modem and digital subscriber line (DSL) technologies, and many times less than **Ku-band** (while

... applications (and probably terrestrial systems, as well)."

A Tale Of The K-bands

The chart **showing** comparisons of **Ku-band** to **Ka-band** indicates a much



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smaller and focused footprint for...

...or so U.S. rural subscribers who will not have early versions of DSL or **cable** modem broadband services.

Rain attenuation also is an additional bane for Ka-band, however, most...

...cm) fixed antennas

- Rural, suburban and urban residential subs/all population densities (with some early **commercial** )
- 10.9 -17.0 GHz spectrum frequency
- Pricing **comparable** to DSL and **cable** modems
- No-re-use of multiple frequencies
- Low data-rate capabilities
- Not Internet capable
- Cost...

...Single, 26" (60 cm) fixed antennas

- Rural residential subs/low population density (with some early **commercial** )
- 17.7-30.6 GHz spectrum frequency
- Pricing **comparable** to DSL and **cable** modems
- Allow multiple re-use of same freq.
- High data-rate capabilities
- Internet capable
- Much...Carmel Group

Jimmy Schaeffler researches, analyzes and writes this monthly report. He is a subscription **TV** analyst at The Carmel Group, a publisher and consultancy

based in Carmel-by-the-Sea...

28/3,K/32 (Item 10 from file: 696)

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00748576

#### ISP FILES CABLE ACCESS PLAN

TELEVISION DIGEST

November 6, 2000 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 2759

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...model

starkly different from one AOL-

Time Warner had proposed for carrying multiple ISPs on **cable** systems. NorthNet's 5-page plan, submitted at request of FCC Chmn. Kennard after he...

...revenue

splits that MSO demanded. It urged federal regulators to impose "a mandatory obligation" on **cable** operators to "provide nondiscriminatory access" to their networks, including pending AOL-TW union.

NorthNet, which...

...proposal were submitted in both proceedings.

Specifically, NorthNet proposal would allow ISPs to interconnect with **cable** systems "in the most efficient, technically feasible manner available to meet their needs." It recommended that FCC set up process for **cable** operators to work

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with ISPs "to expand the number of ISPs that can be accommodated...

...and services" in nondisruptive way.

On rate side, NorthNet model called for ISPs to compensate **cable** operators for costs of upgrading or modifying their systems for open access. But, unlike TW...

...based on either new cost proceeding conducted by FCC or leased access rates that some **cable programmers** pay. NorthNet also suggested 3rd option based on "publicly available retail rates" that would limit...and all transactions conducted through that home page," with no obligation to provide presence to **cable** operator. It also insisted that ISPs "receive fair treatment on the network boot screen" and...

...that ISPs "should control" their own privacy, copyright and customer termination policies, not defer to **cable** operator. Finally, NorthNet pressed for mandatory open access conditions on AOL-TW deal.

Drafting of...

...s open access inquiry begun in late Sept.

In meantime, USIIA is drafting its own **cable** open access business model designed to be much more favorable to ISPs than TW proposal...

...be placed over Indian Ocean (45E E) to provide direct-to-user IP multicasting, digital **TV**, other services. Following in-orbit testing, satellite is to enter **commercial** service in Jan. Arianespace said flight was its 58th consecutive successful launch and 9th for Ariane 4.

Eutelsat will invest unannounced amount in **TV** Files Inc., broadband distributor of Internet protocol video, companies said. They earlier had agreed to cooperate on technology issues. **TV** Files owns software technologies for editing and processing multimedia content and delivering it over broadband...

...news conference. Four founding co-sponsors -- NAB, Newspaper Assn. of America (NAA), American Assn. of **Ad** Agencies (AAAA) and Magazine Publishers of America (MPA) -- are putting money into project while other sponsors, such as **ad** agencies and PR firms, will provide "in-kind" services, Maines said. He said Project planned been established in that area. Campaign will consist of public service spots, print **ads**, **series** of "Cornerstone Papers" on First Amendment issues, traveling exhibits, books and other publications and op...

...Robert Peck, was released at news conference. Adelphia Communications completed its previously announced purchase of **Cablevision** Systems' Cleveland **cable** systems, adding more than 310,000 basic customers to its total. Adelphia, nation's 6th...

...subscribers. Separately, Adelphia signed multiyear deal with Wink Communications to deliver latter's elementary interactive **TV** service to MSO's digital **cable** subscribers. Adelphia, which will offer Wink's service to customers through both Motorola and

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Scientific...

...types of facility changes covered by one-step licensing process. (3) Provide additional flexibility for **commercial** FMs in P.R. and V.I. (4) Modify noncommercial FM 2nd-adjacent channel interference standard to conform more closely to less restrictive **commercial** standard. (5) Adopt reclassification procedure for Class C stations.

Exhibitors have reserved more than 450...

...general session Jan. 23 -- day after joint session that ends convention of Assn. of Local **TV** Stations. Jan. 24 panel on "The Women of **TV**" will feature as panelists Candice Bergen, Whoopi Goldberg, Judge Judy Scheindlin, Rosie O'Donnell, Cristina Saralegui.

As expected, Time Warner (TW) formally appealed govt. **cable** ownership cap to U.S. Supreme Court, challenging constitutionality of law placing limits on single company's control of **cable** systems and **programming** networks. TW, which argued that 1992 law setting 30% subscriber cap and 40% channel occupancy limit violated First Amendment rights of **cable** operators, filed petition for appeal 5 months after losing case in U.S. Appeals Court...of journalists," RTNDA Pres. Barbara Cochran said in letter urging President Clinton to veto bill. **Measure**, which would **subject** govt. employees to fines and criminal penalties for disclosing "properly classified" information, would chill availability...

...starting in Jan. MeTV, which will conduct 3-month trial, said it would offer 70 **films**, several music videos, sports clips and **movie** trailers to 250 Internet Express customers. Company, whose service is designed for both **TV** and PC, said it would focus on testing its security, territory and content management systems...  
...and game consoles will account for half of all broadband reception devices by 2003, virtually **matching** PCs, Forrester Research said in new report. It predicted that multimedia-focused entertainment would be...

...broadband, with total broadband connections growing to 191 million in 2005-- [www.forrester.com](http://www.forrester.com).

FCC **Cable** Bureau Assoc. Chief To-Quyen Truong left Commission Nov. 3 to join Washington law firm Dow, Lohnes & Albertson. Truong, who oversaw **Cable** Bureau's review of such major **cable** mergers and acquisitions as AOL-Time Warner and AT&T-MediaOne, will become senior communications...

...in broadband, Internet and competition issues. No replacement has been announced.

"Safe harbor" when violent **programming** can't be **shown** would be "least restrictive and most narrowly tailored means" to protect children from violence on **TV** if FCC rules V-chip and other technologies don't work, Senate Commerce Committee said...  
...appeared aimed mostly at disproving constitutional concerns. Report described long history of congressional concerns about **TV** violence and industry assurances that self-regulation would solve problem, saying Commerce Committee alone had...

...chance of furthering the compelling governmental interest in protecting American children from the impact of **television** violence." Addressing concerns that

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bill doesn't define violence, it said that's "exactly the [sort of] tasks that the FCC was created to perform." Report said increasing pervasiveness of **cable** and satellite **TV** justified extension of regulation to those industries. Committee Chmn. McCain (R-Ariz.), who abstained from...

...harbor approvals from narrow area of indecency to violence.

Number of female gen. mgrs. of **TV** stations grew 23% in year ending Oct. 2000, NAB said -- to 224 from 182 in 1999 and 131 in 1998. NAB Pres. Edward Fritts said numbers **showed TV** owners "are demonstrating their dedication to diversity."  
Latest DTV station to sign on: WBOC- **TV** (DTV Ch. 21, CBS)  
Salisbury, Md. (162nd market).

Conn. Dept. of Public Utility Control (DPUC...

...new  
funding formula for public access stations, while approving AT&T application for renewal of **cable** franchise for Hartford and 5 other towns. In place of existing "weighted formula," DPUC stipulated...

28/3,K/33 (Item 11 from file: 696)  
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00743702

RCA TO SHOW E-BOOKS IN N.Y.

AUDIO WEEK

September 18, 2000 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 1518

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

U.S. **television** market share leader will reveal distinctly highbrow side this weekend when RCA previews its electronic...

...complete story  
when we come forward," he said.

RCA eBook is latest venture with Gemstar- **TV** Guide International aimed at generating services-based recurring revenues on sale of margin-challenged CE...

...online business to most European languages. Also on Fri., N.Y. Times carried full page **ad** for Book Fair with co-sponsorship of RCA and utility Con Edison prominently placed.

Foray...

...or booksellers' Web sites. What's not clear in early innings is whether publishers will **code content** for single format exclusively or for all reader platforms. **Movie** industry took platform-agnostic stance on software in early days of home video, leaving Beta...in 56 kbps dial-up modem and REB1200 adds Ethernet port for connection to broadband **cable** or DSL modem.

Although RCA stresses book-like simplicity of devices, it seemed to be...

...other

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industries as examples -- as well as potentially lucrative school and library segments.

As with similar business models, RCA and Gemstar ...store as well as from advertising. From outset, eBooks will be capable of displaying passive ads , as well as interactive ones via their modems, Lenzi said. Other revenue streams will come...

...gives flexibility for copyright owners to determine how to market content, Lenzi said. For example, content can be coded and priced for read-once or read-many or for bonus chapters and other giveaways...

28/3,K/34 (Item 12 from file: 696)  
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00739426

DEMOCRAT PLEAS FOR NEW TV CODE FALL ON DEAF EARS AT NAB  
TELEVISION DIGEST

August 14, 2000 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 1189

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...succeeds in campaign for White House, efforts to force or persuade broadcasters to reinstate voluntary code on programming content were seen sure to intensify. Dozen or more members of Congress from both sides of aisle, with Lieberman often in forefront, have called repeatedly for TV industry to protect children by adopting code on content covering such matters as sex, violence, language.

However, after dozens of personal and telephone contacts with TV executives including several on NAB TV board - not a single one said they would advocate new code on program standards. As one put it: "That idea doesn't have as much chance as a...

...Fritts, who was NAB chmn. in 1982 when federal court ruled that time standards within TV Code were antitrust violation, and Chmn. James Yager failed to return several phone calls and...

...conduct. He complained about "gross inflation of sex and vulgarity on free, over-the-air television ." Lieberman only intensified his crusade following his selection as running mate In article headlined "Crude..."

...urges parents to call FCC and complain.

Gore "has joined the fight to clean up television ," Parents TV Council (PTC) Chmn. Brent Bozell said after selection of Lieberman, who's on PTC board...

...raise megabucks?"

It was in area of advertising time standards alone that NAB and its TV Code got into trouble with federal govt., with Justice Dept. (JD) filing successful antitrust suit...AT&T antitrust case at time) surprised broadcasters and Justice with

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order declaring limits on **TV commercials** violated antitrust laws - even before judge had taken any testimony in case. All other portions...

...their jobs - including Code Dir. Jerry Lansner. NAB stopped enforcing all provisions of Radio and **TV Codes** soon after Greene's March 3 order and both Codes were formally abandoned in...

...dropping Codes, we're told, was NAB's fear additional suits attacking other provisions of **TV Code** would be filed.

Last (and 21st) edition of **TV Code** was published in Jan. 1980 while JD suit was pending in Judge Greene's...

...crime in such detail as to be instructional or invite imitation shall be avoided." On **subject** of sex, **TV Code** said simply that "material with sexual connotations shall not be treated exploitatively or irresponsibly. Costuming and movements of all performers shall be handled in a **similar** fashion." Code said "narcotic addiction shall not be presented except as a destructive habit" and use of illegal drugs "shall not be encouraged or **shown** as socially acceptable."

No station or network ever was questioned about lack of compliance with above "very benign" provisions, we were told by Howard Bell, **TV Code** dir. in 1960s who closely followed its provisions later as pres. of American **Ad Federation**. In today's arguments, NAB is quick to point out that its "Statement of Principles" on **programming** issues adopted in 1990 includes much stronger language on sex and violence than did Code...

...principles by NAB or others" and they aren't intended "to establish new criteria for **programming** decisions."

On subjects of obscenity and profanity, Code said "subscribers shall not broadcast any material..."

...the requirements of law, broadcasters must consider the family atmosphere in which many of their **programs** are viewed. There shall be no ...in a responsible and tasteful manner." In section on children, Code said: "In their totality, **programs** should contribute to the sound, balanced development of children to help them achieve a sense of the world at large..." In **TV Code's** 40-year history, only one station (KIMA- **TV** Yakima, Wash.) ever was thrown out of NAB for any reason other than failure to pay annual dues. At that time, KIMA- **TV** refused to stop airing **commercials** for Preparation H before 10 p.m., with Code prohibiting advertising of such personal products...

...to protect public. As indication of that, he pointed to huge increase in clutter during **commercial** breaks, area regulated by Code, and fact that nonprogram time (including **commercials**, promotions and public service announcements) has increased dramatically. In prime time, Code limited nonprogram matter to 9 min., 30 sec. per hour on **TV** network affiliates; in all other time periods, nonprogram matter per hour was limited to 16...

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00739258

HILL PLEAS FOR TV CODE ON PROGRAM STANDARDS FALL ON DEAF EARS  
COMMUNICATIONS DAILY

August 14, 2000 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 992

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...Democratic Vice President candidate Sen. Lieberman of Conn. often in forefront, have called repeatedly for **TV** industry to adopt voluntary **code** on **programming** **content** covering such matters as sex, violence, language. Their purpose, they say, is to protect children...

...to intensify (CD Aug  
8 p2).

However, after dozens of personal and telephone contacts with **TV** executives -- including several on NAB **TV** board - not a single one said they would advocate a new code on **program** standards. As one put it: "That idea doesn't have as much chance as a...

...Fritts, who was NAB chmn. in 1982 when federal court ruled that time standards within **TV** Code were antitrust violation, and Chmn. James Yager failed to return several phone calls and...

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00735301

**RECORDTV TAKES OFFENSIVE IN DEFENDING MPAA SUIT**  
VIDEO WEEK

July 17, 2000 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 654

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...Web site has right to stream both local and distant broadcast signals and possibly become **cable** system eligible for statutory retransmission license. Site has been shut down since MPAA led **series** of companies in filing suit on copyright infringement grounds. RecordTV accused MPAA and its members...

...emerging technology to prevent the development of Internet resources for independent creators and distributors of **film**." It said **film** industry hoped to "maintain [its] monopoly," possibly through illegal tying arrangements: "We are asking this court to declare that, on the Internet, the motion **picture** industry does not get to own both the content and the VCR."

However, one copyright...

...itself with a VCR, RecordTV said viewers have fair use right to personal copy of **TV programs** over Internet. It said all recordings it made were "legitimate extensions of legal rights



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in...

...available by new technology." RecordTV acknowledged that it had taken content from both broadcast and **cable** signals and stored material "at its facilities, as a Web host." In argument **similar** to MP3.com's (which ultimately was found wanting by a **judge**), it said its **content** could be accessed only by verified users who could prove they had offline access to...

...wanted help moving it online: "RecordTV.com can serve as the equivalent of both a **television** antenna and a VCR for the individual as to signals that the individual could receive...

...installing his or her own antenna." Company also said it should be allowed to provide **TV** signals that user couldn't receive locally, despite injunction against iCraveTV for providing such service...

...copyrighted material. MPAA had alleged that site claimed \$900,000 in revenue this year from **ads**. RecordTV said it had swapped **banner ads** with other sites but had not taken money. It said it "would like to add...

...for a subscription fee, but only after obtaining a license from the provider of the **television program**." Frankel said RecordTV was "on shaky grounds," since its intention was "clearly **commercial** use."

RecordTV claimed it doesn't need a license or have to pay fees to...

...compulsory license. It said if the court found such a license to be limited to **cable** systems, RecordTV should be allowed a license "to the extent its services are delivered through a **cable** system, including... a **cable** system providing Internet access or through a satellite or other wireless system." It said it should be able to become **cable** provider under existing retransmission rules, claim that has been asserted by other Internet companies and...

...Web site has right to stream both local and distant broadcast signals and possibly become **cable** system eligible for statutory retransmission license. Site has been shut down since MPAA led **series** of companies in filing suit on copyright infringement grounds. RecordTV accused MPAA and its members...

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28/3,K/37 (Item 15 from file: 696)  
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00735298

**WUTC DISCLOSES AT&T DEAL**  
TELEVISION DIGEST

July 17, 2000 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH WORD COUNT: 3459 RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...state or local petitions for open access by Internet service  
providers to AT&T's **cable** modem platforms within region, according  
to documents revealed by Wash. Utilities & Transportation  
Commission (WUTC). Deal...

...to withdraw immediately  
from all pending state and local legislative, judicial or  
regulatory proceedings involving **cable** open access. AT&T in turn  
agreed to withdraw from state merger review proceedings and...

...abdicating their responsibilities to be good  
corporate citizens in favor of pursuing their own narrow  
**commercial** interests. Such conduct threatens to undermine the  
integrity and credibility of our adjudicatory processes."

NAB task force on digital **TV** will hold its first face-to-face  
meeting in Washington July 20 for what was...

...producing original newscast --

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using WNBC anchors and reporters -- for live presentation on Paxson's WPXN- **TV** N.Y., effective July 17. On same day, WPXN- **TV** will begin repeating WNBC's 11 p.m. newscast at 11:30 p.m.

**Similar** news deals are expected soon at other NBC-owned **TV** stations in markets where Paxson also owns stations, companies said. NBC (which owns 32% of Paxson **TV**) recently signed local marketing agreements with Pax **TV** stations in 4 largest U.S. markets.

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June 23, 2003

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June 23, 2003

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...to withdraw immediately from all pending state and local legislative, judicial or regulatory proceedings involving **cable** open access. AT&T in turn agreed to withdraw from state merger review proceedings and...

...abdicating their responsibilities to be good corporate citizens in favor of pursuing their own narrow **commercial** interests. Such conduct threatens to undermine the integrity and credibility of our adjudicatory processes."

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28/3,K/38 (Item 16 from file: 696)

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00725428

**RELIGIOUS BROADCASTERS SEEN GETTING NEW HOLD ON NCE BAND**  
COMMUNICATIONS DAILY

May 11, 2000 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: WARREN PUBLISHING INC.

LANGUAGE: ENGLISH

WORD COUNT: 672

RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

Religious broadcasters would face no educational requirements whatsoever to hold noncommercial **TV** or radio licenses, and neither would anyone else, under measure (HR-4201) approved by House...

...of bill introduced in response to FCC's aborted guidelines on what types of religious **programming** would be considered educational for purpose of meeting requirement that 50% of NCE license **programming** be educational. Commission since has withdrawn that guidance under congressional fire, with majority citing "misunderstanding..."

...not about changing current policy." He compared FCC's guidelines, which would have disqualified "emotional" **programming**, with ones that would be issued by Communist state in attempt to distinguish between "safe..."

...Commission from "discriminating against religious broadcasters." He said Markey's amendment would continue FCC's **measuring** of educational **content**, which "exactly guts the bill." Tauzin said religious broadcasters already exist on noncommercial band.

Bill...

...provide free air time to candidates or indeed follow any content rules not required of **commercial** broadcasters. "There's nothing on the books now allowing them to say no to candidates," Tauzin said. Bill would reverse current FCC rule requiring that its oversight of NCE licensees' **programming** be educational, preventing agency from imposing any quantitative requirement on **programming**.

Underwriting rules were specifically exempted from changes. Rep. Largent (R-Okla.) agreed not to introduce "...neither fish nor fowl." He said policymakers must decide whether

June 23, 2003

to "either make it fully **commercial** or protect it from the marketplace." He promised further discussion of issue.

Meanwhile, bill to...

...Several members praised it as example of bipartisan compromise, with Democrats once again calling for **similar** work on question of Internet taxation. -- Sasha Samberg-Champion

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28/3,K/39 (Item 17 from file: 696)  
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00706602

Revolution or Not - Will Internet Help Close the Development Gap?  
Telecommunications Development Report

June 23, 2003

December 24, 1999 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: PYRAMID RESEARCH  
LANGUAGE: ENGLISH

WORD COUNT: 3879

RECORD TYPE: FULLTEXT

(c) 1999 The Economist Intelligence Unit Ltd.

TEXT:

...at all be conclusively argued, can find confirmation in and an interesting parallel to the **television** industry. In the early 1990s, the vision for subscription **TV** was 500 channels and video-on-demand. Through this little square box, media and entertainment would be revolutionised. As 2000 draws near, few **cable** systems have more than 100 channels. Is this an indication that the world has progressed...

...channels (or Web sites), rather than a mere 500. To be sure, convergence in the **television** and Internet industries remains nascent, and the content remains largely distinct. However, there are elements in the two industries that are strikingly **similar**. Both industries offer media and entertainment. The Internet adds communications, social interaction and transactions to...

...develop user loyalty, promote brand awareness and build a massive audience - elements familiar to the **television** industry. Advertising has also emerged as a critical revenue source for the Internet. However, its...

...limitless possibilities for not only entertainment, but also interactive communications, social interaction and carrying out **commercial** and non-**commercial** transactions. These revolutionary elements shed light onto the magnitude of today's revolution - revealing a...further.

The coming revolution

As illustrated in Exhibit 1, communications markets will move through a **series** of steps to reach the next and subsequent stages of the Internet revolution:

Exhibit 1...telephony to the Internet and broadband access accounts. In addition to communications penetration, Leaders are **characterised** by high literacy **rates**, high-income levels and generally easy access to financial capital markets. This results in a...

...will be a divergence in communications penetration levels in the near and medium term. As **shown** in Exhibit 5, the penetration gaps between Leaders and the other groups are expected to...The few that have deployed these technologies have met with little success. Take, for example, **CATV** Internet efforts in Ecuador. The lack of a large addressable ...created only become greater. With poor prospects for broadband access in the near term, a **similar** opportunity does not exist for developing countries. Therefore, the pace of change and the economic...

...participation

What, then, must Adopters and Latecomers do? Despite the grim near- and medium-term **picture**, hope remains for both the Adopter and Latecomer countries. At the most basic level, countries...

...applications are developed, basic connectivity will become even more important.

Competition Is the Vehicle

Experience **shows** time and again that competition leads to greater investment, decreased prices, subscriber growth and new...in developing countries - more than in the developed world when these countries were at a **similar** phase in the Internet evolution.

June 23, 2003

Community access centres and low-cost alternative access devices will...

28/3,K/40 (Item 18 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
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00678483

COALITION PUSHES V-CHIP USE  
TELEVISION DIGEST  
June 28, 1999 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.  
LANGUAGE: ENGLISH WORD COUNT: 689 RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

Most parents want to use V-chip to screen **TV programs** for their children, but most don't know how, according to new survey by Kaiser...

...to educate parents on use of chip. At June 23 news conference in Washington announcing **program**, Kaiser study was released **showing** that while 66% of parents say children are being exposed to too much sex on **TV**, 39% have neither "seen or heard anything" explaining ratings system and how to use it...

...V-chip," to launch educational campaign. It will include printed materials, PSAs on stations and **cable** systems, booklet telling parents how to use V-chip -- which manufacturers now are building into **TV** sets as required by 1996 Telecom Act. Markey said that among newspapers, only USA Today...

...to major-market newspapers expressing "concern that your publication continues to omit" ratings and their **content codes**.

MPAA Pres. Jack Valenti said that by using V-chip and rating icons together, "now for the first time parents will have the power to create" individual **TV** schedules for their children. But, he said, that responsibility "lies solely in the hands of..."

...Meanwhile, 3-day govt.-sponsored summit on children exposed to violence ended without singling out **TV** as main culprit. Summit ended June 24 with appearances by FCC Chmn. Kennard, Tristani, Attorney...of

violence," said Reno. (She told us later that she was talking about education, not **ad** restrictions.) She said that govt. "can in a very thoughtful way provide the tools" to...

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00624902  
**FCC DTV ROLE BLASTED**  
TELEVISION DIGEST

September 21, 1998 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.  
LANGUAGE: ENGLISH WORD COUNT: 901 RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

...chancy nature of DTV over-air reception, Sinclair Vp-New Technology Nat Ostroff said. "Digital **television** is a creation of the FCC," he said, and failure to manage transition "is like...

...carrythrough with no signal degradation" but believes must-carry will be phased in based on **cable** infrastructure, installed base of DTVs.

Kennard said broadcasters base their claim for must-carry on assertion that they provide "a unique, free public service," but **cable** is creating more local **programming**, particularly news and public affairs: "With 3/4 of Americans actually paying to receive these...

...makes broadcasters unique? And  
is this uniqueness significantly tangible, demonstrable and  
assured to justify requiring **cable** carriage?"

June 23, 2003

Broadcasters also said FCC should monitor capabilities of DTV receivers, given anxiety among some...

...set "prompt deadlines to ensure" that standards are set to reduce incompatibilities between DTV and **cable**. He said deadline would "avoid confusion, wasted expense and inconvenience." Tawil said **cable** "has only itself to blame for the incompatibility problems that now beset the introduction of digital sets" since it failed to choose VSB modulation for digital signals over **cable**. He also disputed **cable** claims that it selected QAM modulation in 1994 (TVD Aug 31 p6), saying MSOs, **CableLabs** and manufacturers didn't settle on 64- and 256-QAM until 1996.

Standards for digital **cable** set-tops and DTV receivers should "support effective **content** management **measures** that permit **content** owners to control access to and reproduction of their works," MPAA said in comments filed no doubt... digital is the future of **TV**." Digital transition is inevitable, Kennard said, but "pace of the transition will be set by..."

...that Panasonic already has reduced price \$1,000 in one month. He said convergence of **TV**, electronics, software, entertainment and other industries will speed DTV transition. DTV rollout is "more complex..."

...planning 1080i HDTV and he was convinced that's what viewers and advertisers want. WFAA- **TV** Dallas-Ft. Worth, he said, already has 2 **ad** clients eager to air **commercials** in HDTV. LIN's Schmidt said company saw **similar** audience-advertiser enthusiasm following live HDTV telecast of Texas Rangers' baseball game, but LIN also...

...HDTV. Sinclair, Ostroff said, would experiment with variety of SDTV-multicast business models including interactive **TV**, using wireless local loop for viewer's return path. He also suggested that broadcasters "not..."

28/3,K/42 (Item 20 from file: 696)  
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00605457

**PRIMETIME 24 SHOT DOWN**  
TELEVISION DIGEST

MAY 18, 1998 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.  
LANGUAGE: ENGLISH WORD COUNT: 501 RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

Grade B contour is only appropriate measure for determining whether **TV** household is unserved by local broadcaster, U.S. Dist. Court in Miami ruled May 13 in affirming grant of preliminary injunction against satellite **programmer** PrimeTime 24 (PT). Court rejected PT claim that **subjective** signal quality **measurement** is best way to determine whether customer is qualified to receive satellite-delivered **TV** network signal (TVD March 9 p6, July 14/97 p6). Firm said earlier in case...

...scope of order isn't clear.  
Injunction also applies to all distributors of PrimeTime 24

June 23, 2003

programming , including DirectTV and EchoStar.

Injunction won't be issued until broadcasters post bond that would...

...Johnson's decision in favor of preliminary injunction preventing PT from retransmitting CBS and Fox programming , saying it can only sell satellite programming to households that are legitimately "unserved" by affiliates' over-air broadcasts. Broadcasters claimed PT was selling to anyone who wanted service and using subjective definitions of poor picture quality as excuse to sell service. They claimed PT is selling programming to hundreds of thousands of households, based only on their statement that TV signal is poor, depriving local stations of ad revenue. NAB Pres. Edward Fritts said he was happy with decision and "pleased" injunction also applies to other distributors.

Similar suits are pending against Primetime in Amarillo, filed by NBC affiliates (network refused to join...

...Raleigh suit is awaiting trial.

"Plain language" of Satellite Home Viewer Act, which says satellite programming can only be sold to households unserved by local stations, only refers to grade B...

28/3,K/43 (Item 21 from file: 696)  
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00605386

PRIMETIME 24 FUTURE IN DOUBT AFTER COURT RULING  
SATELLITE WEEK

MAY 18, 1998 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: WARREN PUBLISHING INC.  
LANGUAGE: ENGLISH WORD COUNT: 493 RECORD TYPE: FULLTEXT

(c) WARREN PUBLISHING INC. All Rts. Reserv.

TEXT:

Grade B TV signal contour is only appropriate measure for determining whether TV household is unserved by local broadcaster, U.S. Dist. Court in Miami ruled May 13 in affirming grant of preliminary injunction against satellite programmer PrimeTime 24 (PT). Court rejected PT claim that subjective signal quality measurement is best way to determine whether customer is qualified to receive satellite-delivered TV network signal. Firm said earlier in case that injunction could force it out of business...

...scope of order isn't clear. Injunction also applies to all distributors of PrimeTime 24 programming , including DirectTV and EchoStar.

Injunction won't be issued until broadcasters post bond that would...

...Johnson's decision in favor of preliminary injunction preventing PT from retransmitting CBS and Fox programming , saying it can only sell satellite programming to households that are legitimately "unserved" by affiliates' over-air broadcasts. Broadcasters claimed PT was selling to anyone who wanted service and using subjective definitions of poor picture quality as excuse to sell service. They claimed PT is selling programming to



June 23, 2003

hundreds of thousands of households, based only on their statement that TV signal is poor, depriving local stations of ad revenue. NAB Pres. Edward Fritts said he was happy with decision and "pleased" injunction also applies to other distributors.

Similar suits are pending against Primetime in Amarillo, filed by NBC affiliates (network refused to join...

...Raleigh suit is awaiting trial.

"Plain language" of Satellite Home Viewer Act, which says satellite programming can be sold only to households unserved by local stations, refers only to grade B...

28/3,K/44 (Item 22 from file: 696)  
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00599118

**SATELLITE CIRCUIT**

SATELLITE NEWS

April 6, 1998 VOL: 21 ISSUE: 14 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: PHILLIPS BUSINESS INFORMATION

LANGUAGE: ENGLISH

WORD COUNT: 1102

RECORD TYPE: FULLTEXT

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**TEXT:**

...capitalizing on an HBO exclusive miniseries.

Denny Wilkinson, Primestar senior vice president of marketing and programming, said, "This campaign marks the first of many aggressive marketing efforts for the new Primestar...

...Inc. initiative, to which it has been delivering digital broadcasting equipment. It is planning a similar 10 percent interest in the Nippon Television Network Corp. venture. Matsushita also has expressed interest in other broadcasting investments but it is...Brown Neely, AMSC, 703/716-6558.)  
DirecTv Wins \$2.27 Million In Damages From Pirated Programming Litigation  
DirecTv Inc., a unit of Hughes Electronics Corp. [GMH] and NDS Americas Inc., announced...

...for distributing counterfeit access cards that allow people to illegally obtain direct broadcast satellite (DBS) programming. The judgments resulted from a lawsuit filed by DirecTv and NDS during June 1996 that...

...was engaged in an international conspiracy to develop, manufacture and distribute access cards to allow programming to be pirated. DeFlorville and Massner were ordered to pay the companies \$1.42 million and \$850,000 respectively.  
Pirated programming has been a continuing problem for satellite broadcasting organizations. DirecTv has a 24-hour hotline...

...field reports about pirated signals. The hotline's phone number is 800/830-6090. "This judgment sends yet another message to those who engage in this kind of illegal activity that they will be held...  
...HS 702 model, the 15-kilowatt Anik F1 will be the world's most powerful commercial satellite, carrying 84 active transponders to provide general telecommunications services for North and South America...in discussion with BCE Inc.

June 23, 2003

regarding the sale of their shares in direct-to-home **television** company ExpressVu. Together, WIC and Cancom own more than a 10 percent stake in ExpressVu...

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